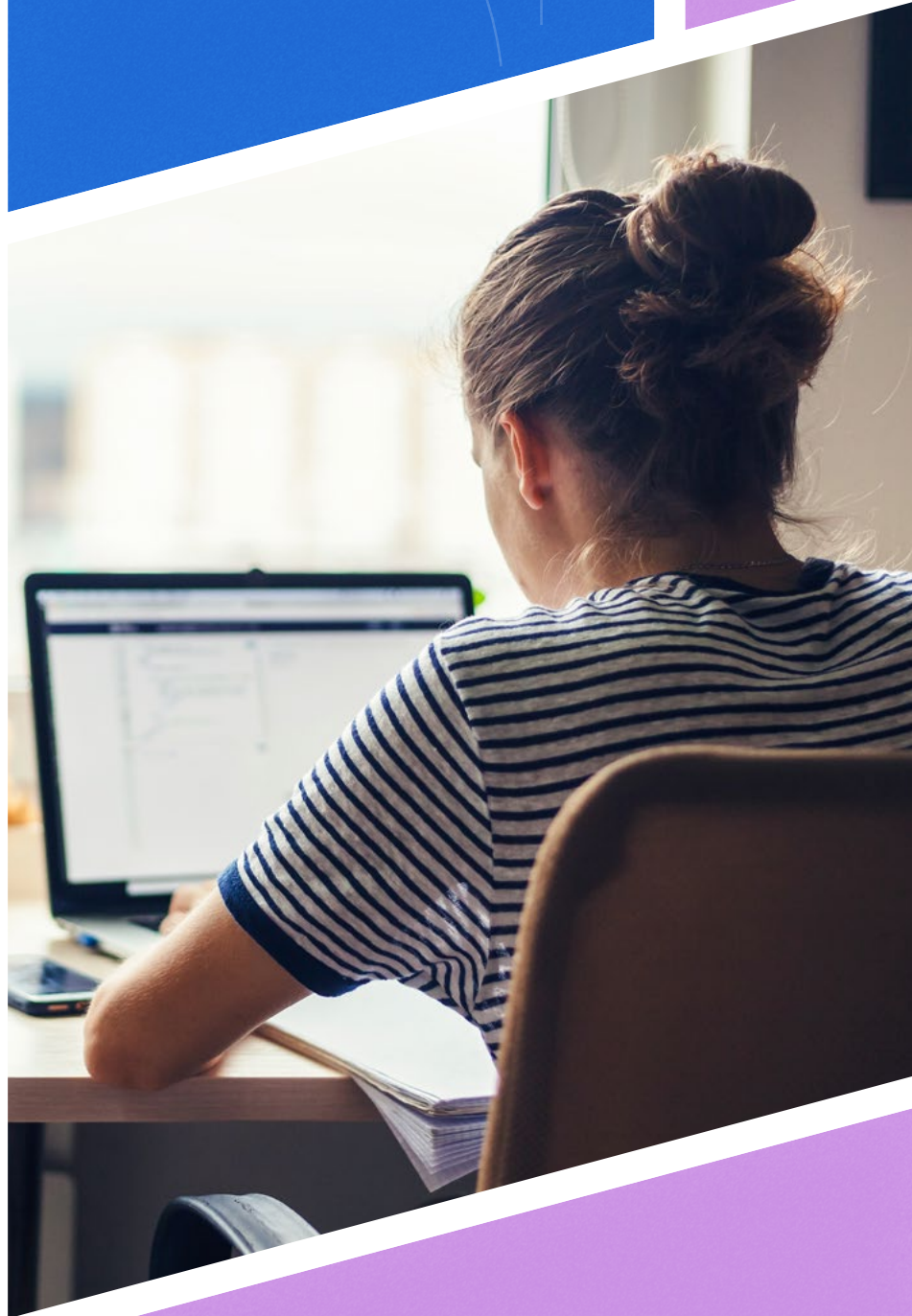


Case Study

IET re-activates over 8,000 contacts with Adestra



IET

The Institution of
Engineering and Technology

INDUSTRY

Trade Association

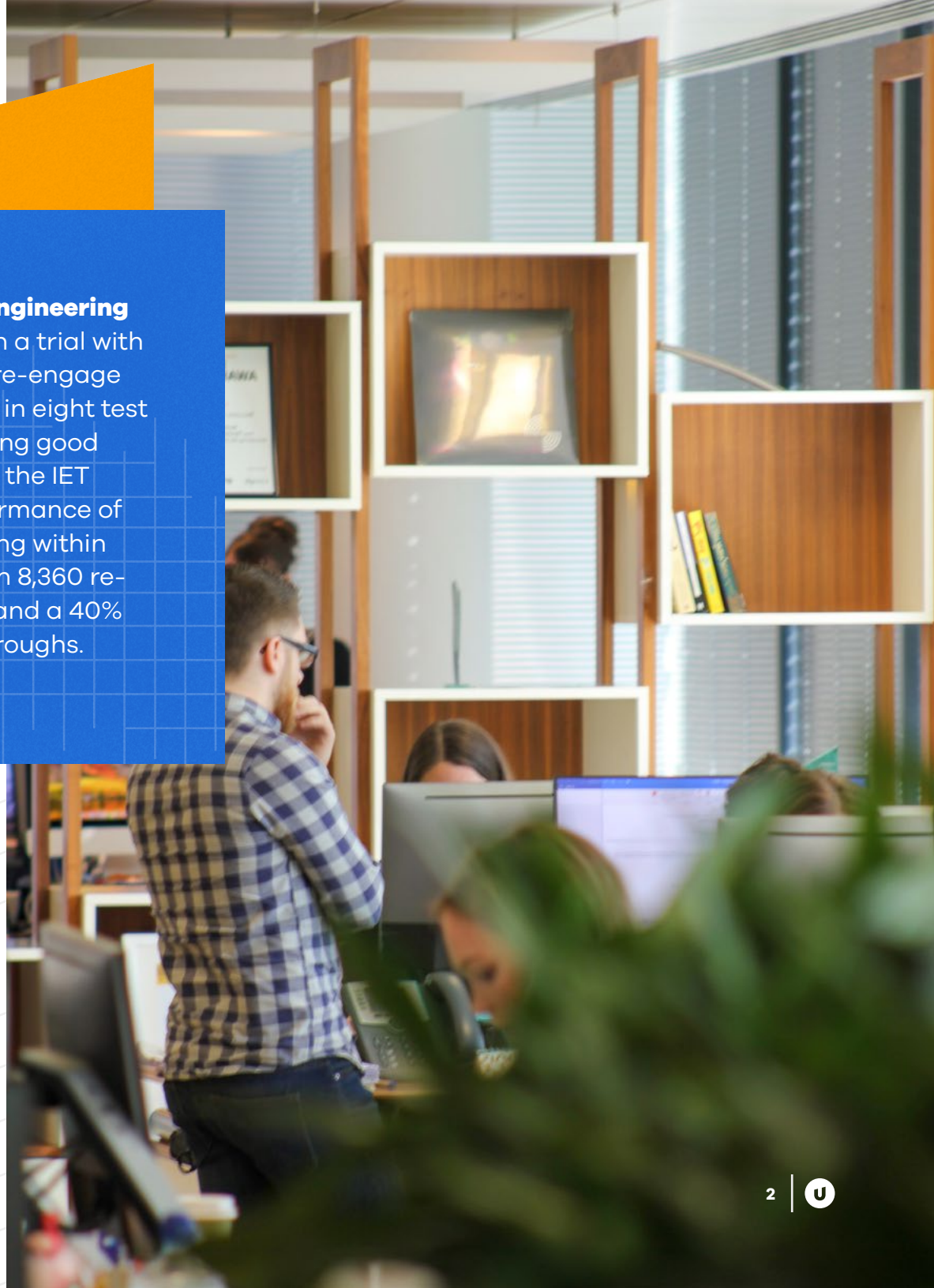
COMPANY

**The Institution
of Engineering
and Technology**
London, England
theiet.org

The IET is one of the world's largest engineering institutions with more than 168,000 engineering and technology professionals in 150 countries.

IET The Institution of
Engineering and Technology

The Institution of Engineering and Technology ran a trial with Upland Adestra to re-engage their subscriber list in eight test networks. By applying good data management, the IET improved the performance of their email marketing within those networks, with 8,360 re-engaged contacts and a 40% increase in click-throughs.



How do you revamp a contact list for a multi-national organization with over 100 networks?

IET knew they had their work cut out for them

IET manages over 100 local networks and 20 technical and professional networks around the world. They knew a re-engagement plan would be complex, so they decided to start with a few groups and expand from there. One challenge was establishing how much inactivity was significant within each network. They also had to make sure new subscribers that hadn't opened an email yet weren't marked as inactive.

They used Adestra to set up their trial

IET set up a trial program with eight communities to cleanse their list of unengaged contacts. They implemented a program in which they identified which contacts had not opened their emails for a significant amount of time and filtered them into a re-engagement journey. The customers either re-engaged or were removed from the list, resulting in an increase in email performance.



IET created a two-stage campaign for re-engagement through Adestra

Inactive users were invited to stay connected

By working with the data team, the IET created two filters that were automatically applied to the Community workspace in Adestra. One filter made sure new subscribers were not filtered out, while another filter separated contacts who had not opened an email in a period of 6-24 months (depending on the level of engagement within the trial network).

To convince the unengaged subscribers to interact with their emails, the IET created a two-stage re-engagement program. In the

first stage, contacts were filtered out of the regular monthly emails and were instead sent a personalized email with a mixture of upcoming events, literature, and hot topic videos.

One month later, contacts who had still not engaged with any of the community's emails were sent another campaign with the message changing from 'Don't miss out' to 'Stay connected'. To maximize the success of this strategy, all campaigns used split-testing in their subject lines to see if the inclusion of first name personalization influenced open rates.

The trial was a success and expansion is in the works

By implementing this re-engagement program across eight trial communities, the IET achieved some incredible results. They were able to successfully re-engage thousands of contacts, resulting in higher overall open rates and click-through rates. Additionally, they were able to personalize subject lines using the subscribers' first names, which consistently performed better across the campaigns. The IET team is now looking to expand this re-engagement program to more communities and continue to maintain an active database of subscribers.

Results for The Institution of Engineering and Technology

**8,360
contacts**
re-engaged through
the campaign

**7.4%
increase**
in overall open rates
year on year

**40%
increase**
in overall click-
through rates
year on year

Upland Adestra Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.