

Case Study

**Immediate
Media creates a
seamless digital
subscription
process for new
subscribers at
live events**



INDUSTRY
Publishing

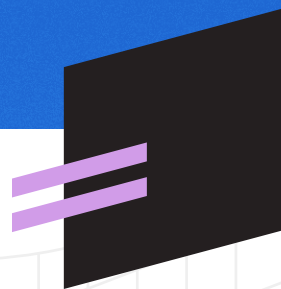
COMPANY
Immediate Media
London
immediate.co.uk

Immediate Media is the special interest content and platform company. Their brands include Radio Times, BBC Gardeners' World, BBC Good Food and HistoryExtra.com.

**IMMEDIATE
MEDIA^{CO}**

Immediate Media is one of the world's most established publishers of titles spanning craft, gardening, food, and many other areas. Titles such as BBC Gardeners' World, BBC Good Food, Radio Times, and HistoryExtra have become household names and the company continues to grow its portfolio by acquiring other titles.

Immediate Media wanted to automate the set-up journey for new subscribers at the 2021 Gardener's World Live exhibition. Using Upland Adestra's email platform, Immediate Media can use unique promo codes in their emails to enable customers to redeem and set up their subscription, creating a smoother, fully digital customer journey, and eliminating lost revenue from non-payment after the event.



Making the subscription process a breeze for BBC Gardeners' World Magazine readers

The subscriptions team needed to automate the set-up of subscriptions when bought in person at events.

In the past, customers who wished to subscribe to BBC Gardeners' World Magazine at the BBC Gardeners' World Live event had to write their information on a paper form while at the event, and received their free gift (secateurs) immediately. The paper forms were then transported via secure courier (to comply with data privacy laws) to Immediate Media's subscriptions fulfilment bureau, DSB. Customer service agents then called customers to set up their direct debit subscription over the phone.

This non-digital journey posed a few problems;

- There were issues processing paper forms due to poor writing and some customers providing false details
- Some customers walked away with the free gift without paying anything and not completing their subscription set up (roughly £560 lost revenue per event)
- GDPR/privacy concerns – all paper forms were kept in locked and secure boxes and couriered to DSB after the events, but this couldn't be as secure as making the process digital
- Marketing permissions were not captured for these customers



Immediate Media says goodbye to a labourious subscription process, with the introduction of a new digital journey

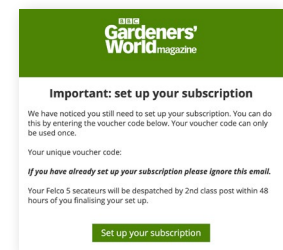
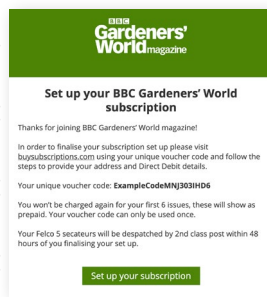
Immediate Media created a digital journey enabling customers to pay at the event and finish setting up their subscription themselves straight after. Payment was taken via a card reader at the event and the customer data was loaded into Adestra which triggered an email containing a unique promo code.

The promotional codes feature in Adestra was used which assigned a unique promo code upon launch to each customer and displayed it in their email. The customer could then use this code to redeem their subscription on buysubscriptions.com.

Customers that did not redeem their code were sent up to 4 reminder emails.



Examples of promo codes in emails:



The introduction of a new digital subscription process using Adestra's promotion code feature meant a smoother journey for new subscribers

Immediate Media did not lose revenue from customers that did not complete their purchase and saved money by removing courier and customer service involvement.

In addition, Immediate Media has been able to capture marketing permissions at checkout on buysubscriptions.com

What's next for Immediate Media?

The success of the Promotion Codes feature led to the same process being adopted for the BBC Good Food Live event in November 2021. Immediate Media plans to use Adestra's Remote Lists feature to automate the data loads.

Using this feature has enabled Immediate Media to sell magazine subscriptions at events and give the customer a fully digital journey in line with acquisitions from other channels.

Results for Immediate Media's new digital subscription process

- Payment received for all subscriptions and no lost revenue due to non-payment
- All customers emailed have set up their subscription with no drop-off
- Customers were able to set up their subscription immediately which meant no delays caused by illegible writing, manual call center processes, and declined payments
- Immediate Media was able to capture marketing permissions at checkout on buysubscriptions.com



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.