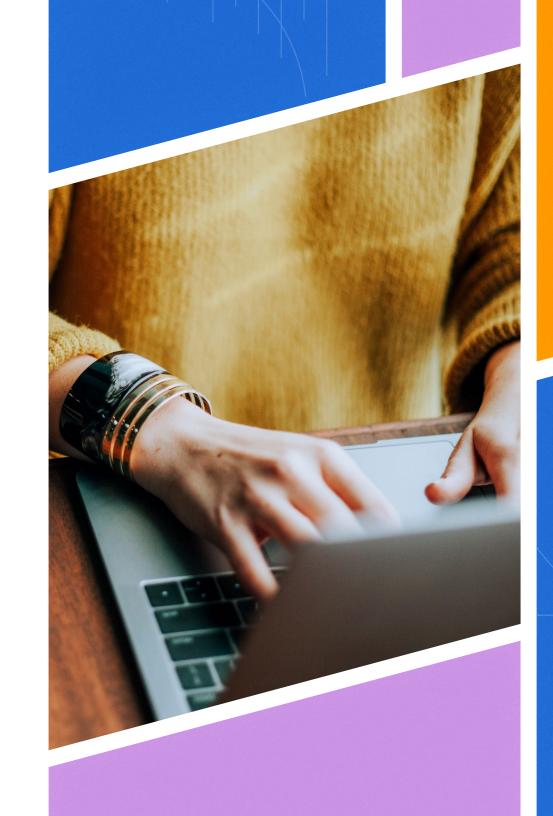
Case Study

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







INDUSTRY

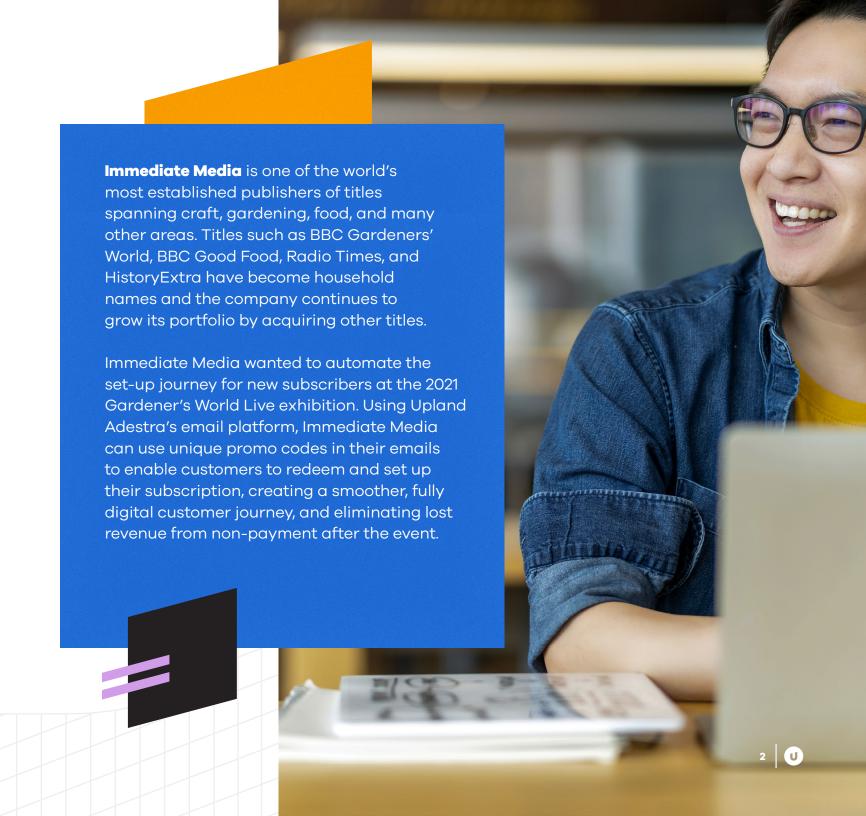
Publishing

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.





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

The subscriptions team needed to automate the setup 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.

Old labour-intensive journey

Customer provides details on paper form. No payment taken.

Customer receives free gift.

Paper forms are couriered to Customer Service Agents (CSAs).

CSA calls customer to set up their subscription and take payment. New digital journey using promo codes

Customer purchases subscription.
Payment taken via card reader.

Customer details imported into Adestra.

Automated email is triggered containing a unique promo code.

Customer checks out on buysubscriptions.com.

Free gift is sent out.

Examples of promo codes in emails:

Gardeners' Worldmagazine

Set up your BBC Gardeners' World

Thanks for joining BBC Gardeners' World magazine!

In order to finalise your subscription set up please visit
buysubscriptions.com using your unique voucher code and follow to
steps to provide your address and Direct Debit details.

Your unique voucher code: ExampleCodeMNJ303IHD6

'ou won't be charged again for your first 6 issues, these will show as

Your Felco 5 secateurs will be despatched by 2nd class post within

Set up your subscriptio

Gardeners'

Worldmagazine

Set up your BBC Gardeners' World subscription

Thanks for joining BBC Gardeners' World magazine!

rou still need to finalise your subscription set up following your first

Please visit <u>buysubscriptions.com</u> using your unique voucher code and follow the steps to provide your address and Direct Debit details.

You won't be charged again for your first 6 issues, these will show as prepaid. Your voucher code can only be used once.

Your Felco 5 secateurs will be despatched by 2nd class post within 48 hours of you finalising your set up.

Nease disregard this email if you've already set up your subscription. You outher code will show as redeemed.

Set up your subscription

Gardeners' Worldmagazine

Your BBC Gardeners' World subscription

This is your last reminder to finalise your subscription set up, please provide us with further details to ensure we can send you your copies and Felco 5 secateurs.

Please visit <u>buysubscriptions.com</u> using your unique voucher code and follow the steps to provide your address and Direct Debit details.

Your unique voucher code:

You won't be charged again for your first 6 issues, these were paid for at BBC Gardeners' World Live Special Edition so will show as prepaid. Your voucher code can only be used once.

our Felco 5 secateurs will be despatched by 2nd class post within 48 ours of you finalising your set up.

Please disregard this email if you've already set up your subscription. Your vaucher code will show as redeemed.

Set up your subscription

Gardeners' Worldmagazine

Your BBC Gardeners' World subscription

We apologise if you tried to set up your subscription to BBC Gardeners' World from Tuesday 31 August to Wednesday 1 September as we were experiencing a problem with our system which meant that this wasn't possible.

This problem has now been resolved and you will be able to use the link below and the unique voucher code to complete your set up, by providing your address and olivect Debit details. You won't be charged again for your first 6 issues, these will show as prepaid. Your voucher

Your unique voucher code:

If you have already set up your subscription please ignore this email

Your Felco 5 secateurs will be despatched by 2nd class post within 48 hours of you finalising your set up.

Set up your subscription

Gardeners' Worldmagazine

Important: set up your subscription

We have noticed you still need to set up your subscription. You can d this by entering the voucher code below. Your voucher code can only

Your unique voucher code:

If you have already set up your subscription please ignore this email.

Your Felco 5 secateurs will be despatched by 2nd class post within 48 hours of you finalising your set up.

Set up your subscription

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.