Adestra upland

Case Study

University of Birmingham use automated & targeted email campaigns to re-engage subscribers

UNIVERSITY OF BIRMINGHAM

INDUSTRY
Performing Arts

ORGANIZATION
University of Birmingham
Bramall Music Building
Edgbaston, Birmingham, UK
birmingham.ac.uk

The Bramall Music Building is a state-of-the-art performance, rehearsal, and teaching facility located at the University of Birmingham in the UK.

UNIVERSITY OF BIRMINGHAM

The University of Birmingham used Upland Adestra to re-engage a database of over 5,000 people for their state-of-the-art performance facility, Bramall Music Building. By finding out what users' preferences were, they were able to segment their list and send more targeted communications, resulting in a 68% increase in overall click-through rate.

How do you find out what 5,000 subscribers really want?

The Bramall Music Building's database had not been well curated

The University of Birmingham's Bramall Music Building had a database of 5,000 people they had collected over the years through various channels. They were unsure how engaged this audience was and knew very little about what events, gigs, or offers they wanted to hear about. By not engaging with these people, they were wasting an opportunity to bring in additional revenue and promote their services.

The solution? A multi-stage re-engagement program

The University of Birmingham used Adestra to reach out to their subscribers and find out what types of events they wanted to hear about. With Adestra's Automation Program Builder, University of Birmingham was able to create a multi-stage automated re-engagement program encouraging contacts to fill in their preferences with behavioral filters targeting engagement and completion.
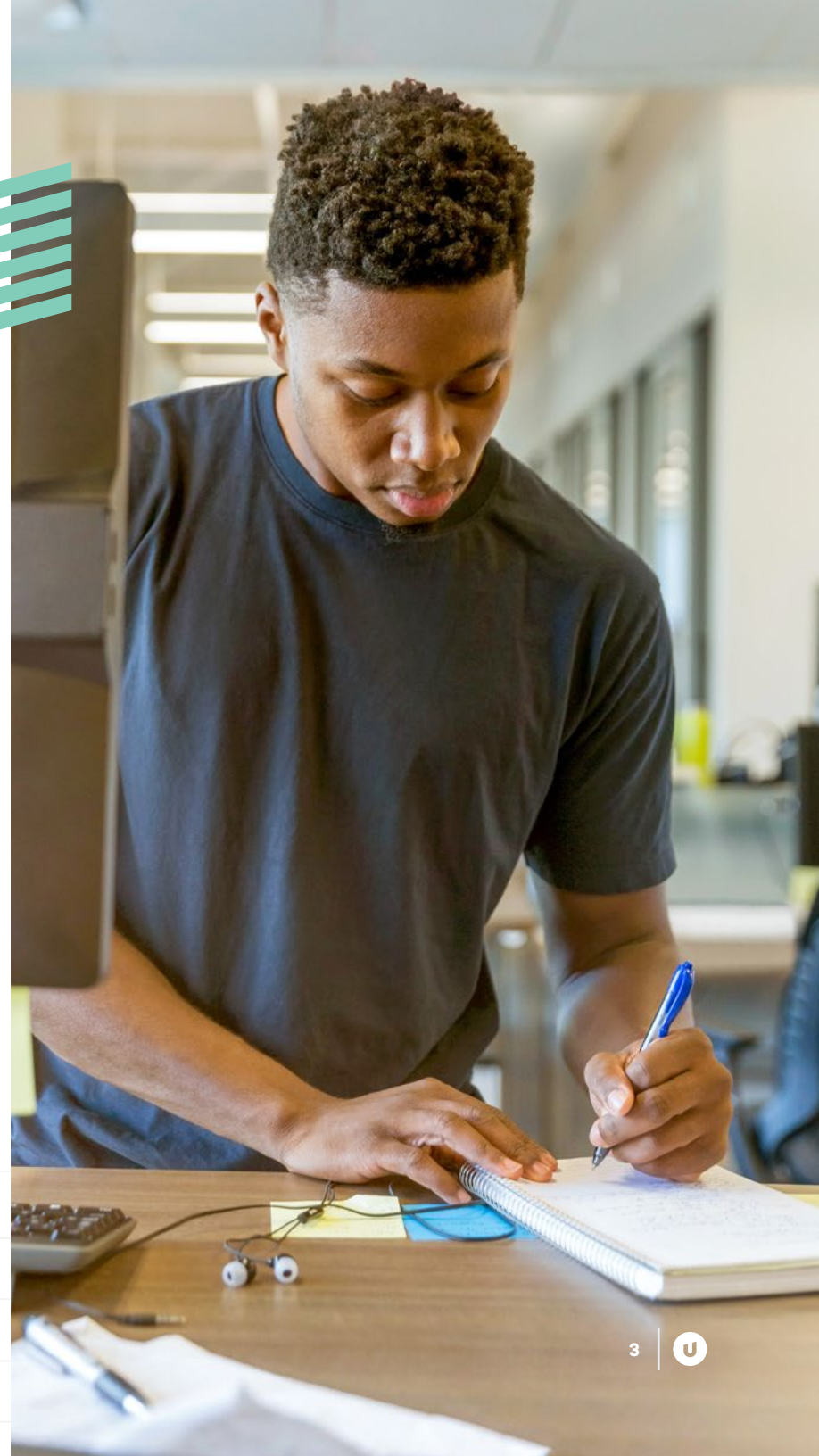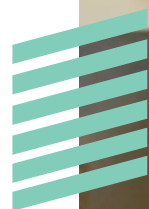
Now, the University has a newly re-energized mailing list

The University implemented a multi-stage campaign to update their list

The re-engagement program started with an email directing contacts to a preference center form where they could refresh their contact details, indicate areas of interest that they wanted to subscribe to, or unsubscribe altogether. Behavioral filters would then assess whether the contact had clicked on the call-to-action, clicked but not completed the form, or successfully completed the form. This would segment contacts into three different paths.

If the form was completed, the customer was sent a follow-up email to confirm their interests as well as a 'thank you' coupon for a coffee redeemable at the venue. If they did not complete the form or if they didn't click, the journey would trigger three further stages. These included reminders to persuade subscribers to fill in their preferences or prompts to complete the form if they had already started, with filters continually reassessing which path contacts should be on. If after three emails they did not complete the form, they were removed from the list altogether and no further emails would be sent.

Click-throughs are up, and the University can send targeted communications

Using this automated journey, University of Birmingham has engaged 7.3% of their emailable database to complete preferences. With an incredible 70% open rate for the 'thank you for updating your preferences' email, it really shows what an engaged audience they now have.

Furthermore, by having a better understanding of their audience, University of Birmingham has increased the overall average click-through rate for all Bramall emails by 68%, bringing it up from 9.5% to 16%. This paves the way for them to now send communications based on customer preferences and ensure their customers always receive the most timely and relevant information.

Results for University of Birmingham

68% increase
in overall click-through rate

7.3% of audience
have completed their preferences

70% open rate
for the "thank you for updating" email

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.