

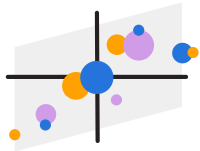
Reach your full email potential with Adestra Insights

You don't just need the right data. You need the knowledge and experience to interpret the data and use it to choose your next course of action.



Fortunately, our expert Insights Team can do all of this for you. With Adestra Insights, you'll receive a crystal-clear monthly or quarterly assessment of your email program, complete with actionable advice to ensure your campaigns reach peak performance.

Spend less time digging in your data and more time acting on it.



Learn What's Working

See your top-performing campaigns at a glance. Learn which campaigns earned the highest open rates, what mailings customers clicked the most, and which days of the week lead to the best results.



Discover What Needs Improvement

Get an in-depth look at your deliverability, unsubscribe rates, and engagement metrics. These insights can help identify potential inbox placement issues or content that misses the mark.



See What You Can Do Next

With the data from our Insights Team, we can help you optimize send times, cadence, frequency, email content, and deliverability practices to improve your campaigns and ensure the next edition of your Insights report looks even better.

Upland Software (Nasdaq: UPLD) is a leader in cloud-based tools for digital transformation. The Upland Cloud enables thousands of organizations to engage with customers on key digital channels, optimize sales team performance, manage project and IT costs, and automate critical document workflows.

