

Case Study

**Immediate Media
increases opted-in
customers and
subscribers
through
inspiring email
automation.**



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's subscriptions team needed to generate fresh marketing leads against magazine brands. List growth had begun to slow for their subscription email marketing campaigns, and they needed a way to increase numbers.

Following successful small-scale campaigns on single brands, they partnered with Upland Adestra to run a campaign across 6 brands, with increased investment to understand their ability to scale the activity. The long-term target being 'always on' campaigns.



How do you engage users with a content automation program?

Immediate Media needed a way to inspire and incentivize new subscribers

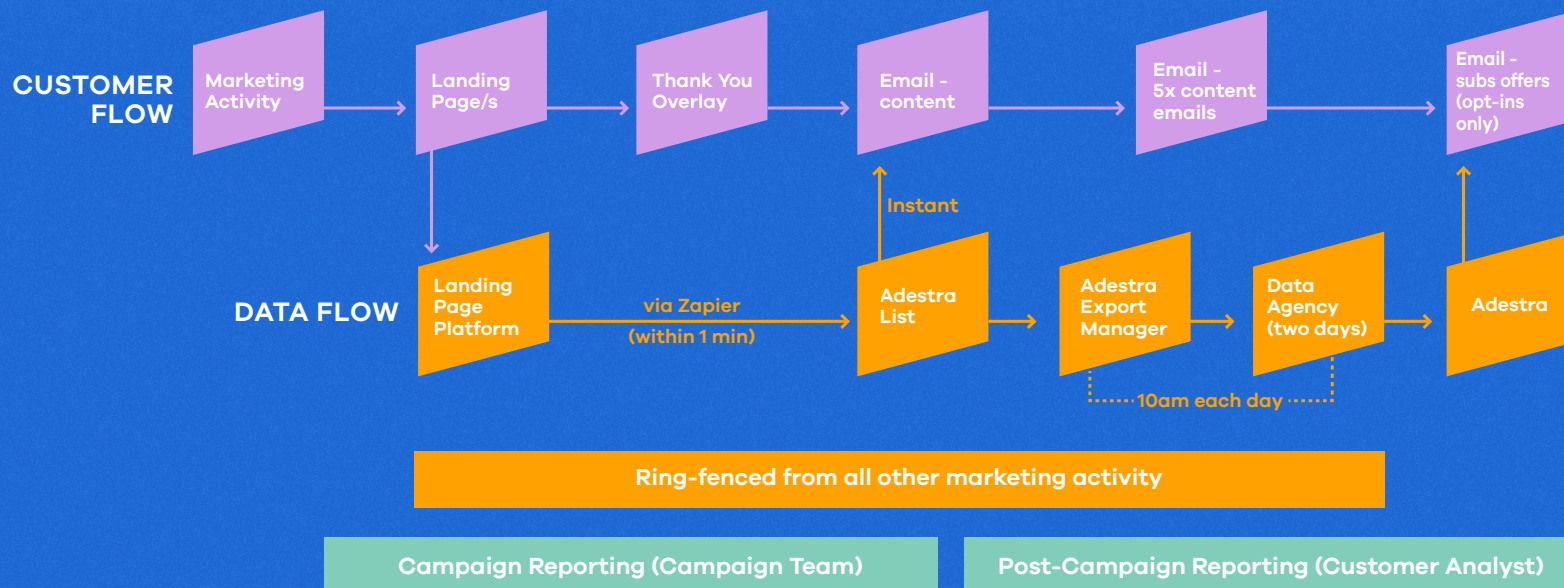
They created a campaign named 'Take 5 & Get Inspired' that would deliver digestible content from 6 brands to prospects who may not have had engagement with the brand before. The customers would be encouraged to submit their name and email address in return for a free download + 5 days of content delivered by email. To complete the process (and the '5' theme) customers would be offered 5 issues of the related magazine for just £5.

Prospective customers would be targeted through Facebook paid advertising. When clicking on an ad they would move to a landing page built in Unbounce, where their submitted data would be passed to Adestra, using Zapier to power the passing of data.

Using Adestra's automation program builder to nurture new audiences

An automation program was built within Adestra to deliver the free download to the customer immediately, they would then be sent 5 content emails over 5 days,

culminating in two further emails with the subscription offer. Immediate Media used Adestra's Export Manager to pass the data to their data warehouse enabling full campaign reporting. This also allowed them to ringfence the data from any other active marketing campaigns while they were in the onboarding flow. This data could then be used for future campaigns.

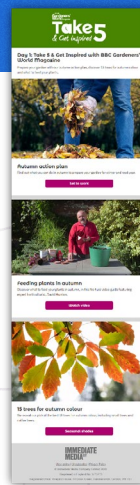
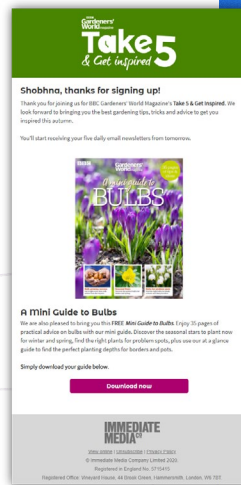


Adestra provided the automation tools to create a successful multi-touch email nurture

Immediate Media were able to map the end-to-end customer journey and understand what content was most effective with their audiences. Each of the brands had diverse content including videos and articles. Some required users to click through to articles on each brands website, while others had a single theme within the email. This allowed them to see how different cohorts of customers behaved with the unique style of email.

The performance of each email can be found below. Note not all emails had a clickable call to action as the content was hosted within the email itself.

Download	70% Open Rate	74% CTOR
Content email 1	55% Open Rate	
Content email 2	47% Open Rate	
Content Email 3	44% Open Rate	
Content Email 4	45% Open Rate	
Content Email 5	44% Open Rate	
Subscription Offer Email 1	38% Open Rate	12% CTOR
Subscription Offer Email 2	35% Open Rate	9% CTOR



What's next for Immediate Media?

The success of this campaign led to a similar campaign in February 2021 named 'Escape & Explore'. This was scaled across 29 brands and included a free downloadable issue, a survey follow-up, and a subscription offer. The campaign was a success and gave more insight into the way different audiences respond to Immediate Media's lead generation campaigns.

Long-term, Immediate Media are targeting "always on" campaigns across the brands to keep a continual flow of prospects entering the database.



Results for Immediate Media's 'Take 5' campaign

13,189
leads generated

612
subscriptions generated
within three months

43%
of contacts new
to the Immediate
Media database

4,799
converted from
opted out status to opted in

76%
Opt-in rate
to marketing
communications

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.

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For more information visit: uplandsoftware.com/Adestra