

Apartment Therapy Media Increases Onsite Conversion by 63%

“Upland Email Marketing gets publishing. They’ve saved us tons of time, from curation of newsletters to our ability to run reporting and do analysis with the click of a button.”

- Executive, Apartment Therapy Media

Upland Email Marketing’s email and audience development solutions help Apartment Therapy Media drive more onsite email conversions and save time on newsletter assembly.

Company

Apartment Therapy Media (Apartment Therapy and Kitchn brands) helps their 30 million monthly site visitors make their homes more beautiful, organized and healthy by connecting them to a wealth of resources, ideas and community online.

Challenge

Email is a critical part of any digital publisher’s success. That’s why Apartment Therapy Media wanted to ramp up their email efforts to connect more closely with their site visitors. To do so, they needed a way to boost their email acquisition efforts efficiently with limited resources. While most email service providers emphasize their eCommerce solutions, Apartment Therapy Media sought an email partner that understands and can cater to the unique demands of the publishing industry.

Solution

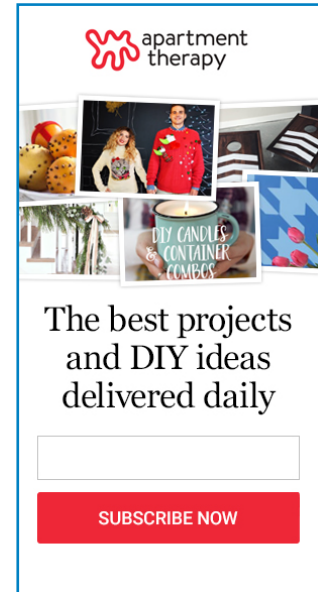
Upland Email Marketing teamed up with Apartment Therapy Media’s analytics vendor Parse.ly to devise a custom, full-service audience development solution. Visitors to Apartment Therapy’s site were met with intelligent email capture widgets powered by Upland’s Audience Development solution, including lightboxes and sliders. These contextualized, time-deployed modals get maximum conversions while remaining minimally intrusive. Upland Email Marketing and Apartment Therapy Media also worked side-by-side on a rigorous A/B testing regimen. Not only did this ensure optimum performance that didn’t hurt site KPIs, it also ensured their audience development strategy was continually improving.

Solution (continued)

These solutions set the stage for Apartment Therapy Media to fully migrate to the Upland Email Marketing platform, where they could also take advantage of Upland's tailored client services and extensive publishing knowledge. ESP migration is no small task, which is why Upland Email Marketing provided careful IP ramping and all other support necessary for successful migration. With Upland's platform in place, Apartment Therapy Media used our RSS integration to speed up their newsletter creation process, while our design services developed new email templates for their newsletters.

Results

Apartment Therapy Media saw improvement across the board. With Upland Email Marketing and Parse.ly's audience development solutions, they increased their onsite conversion rates by 63% on Apartment Therapy. Between Apartment Therapy and their Kitchn brand, they've seen a 90% increase in new onsite subscribers. The template refresh increased click-to-open rates by 10%. Finally, Upland's RSS integration took Apartment Therapy Media's newsletter creation time from 1 hour down to 5 minutes. With Upland Email Marketing and Parse.ly, Apartment Therapy Media spends less time on the process and more time developing the content their new, engaged subscribers know and love.



For more information, visit uplandsoftware.com/email-marketing

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides four enterprise cloud solutions that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. ©2020 Upland Software, Inc. v1020