

A dramatic 90% reduction in production time transforms email for ABPG



90%
reduced campaign
creation time

Arkansas Business Publishing Group (ABPG) is a magazine and newspaper publisher based in Little Rock, Arkansas, US.

Objectives

- Reduce the time and resources it took to launch email campaigns.
- Improve the communication process with prospects by making sure current subscribers were engaged.

The Challenge

ABPG wanted to streamline its email sending process. Prior to working with Adestra, in order to send an email the team would have to go through a time-consuming and often cumbersome course of action involving different teams across the business. They were reliant on their designers to create multiple PDFs, and the web development team to code the campaigns from scratch every time. They had no way to collaborate in one system, so manual processes were the norm.

The Solution

ABPG decided to move their email marketing communications over to Adestra. Once in place, Adestra's Digital Design team built a modular template for ABPG, which included all the possible content layouts that might be needed on a day-to-day basis. This meant that the previous laborious processes involving different teams were eradicated.

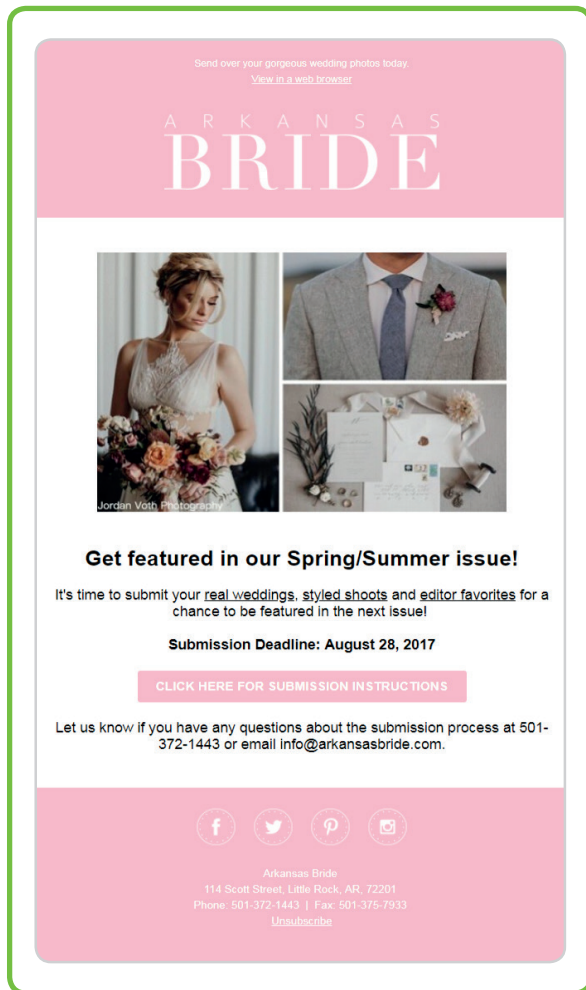
The Marketing team were now empowered to build and execute email campaigns independently. ABPG also benefited from deliverability support tools within Adestra's platform, allowing them to see a campaign's spam score and receive information to help them improve their deliverability and avoid spam traps.



Campaign Creation



Arkansas Bride email example



The Result

Using Adestra's Email Editor, ABPG has now reduced email campaign creation time by 90%. Campaigns that previously took up to 10 hours are now executed in less than one hour. Following the adoption of the new template, ABPG has also observed a growth in engagement rates.

- Email campaign creation time reduced by 90%.
- Average open rate of 20% across ABPG campaigns.
- The sales team have seen a notable uplift in prospects responding to messages.
- More time to invest in strategic planning for its email program and focus on helping readers derive more value from its publications.

90%
reduced email
campaign creation
time

20%
average open rates

About Adestra

We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we're not just Software as a Service, we're Software AND a Service.

"We are beyond pleased with how Adestra's template feature within its Email Editor has impacted our ability to get out quality emails quickly and efficiently. To be able to send better emails using less people and taking less time is a huge win for a smaller company like ours"

Devan Elbert, Managing Director, ABPG