



Audience Development Lookbook

Our best audience development solutions and creative executions designed to help you convert website visitors into subscribers

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Introduction

The larger your marketable audience, the more revenue it can deliver. That's why growing your list is the foundation of your success. But to maximize your email & mobile list growth, you need more than just a plain registration form. In tests with our customers, Upland's on-site capture widgets are up to 500% more effective at converting visitors to subscribers than using a static capture form. These widgets are endlessly customizable. Here are some of the ways we tailor them for our clients to generate the best user experience:

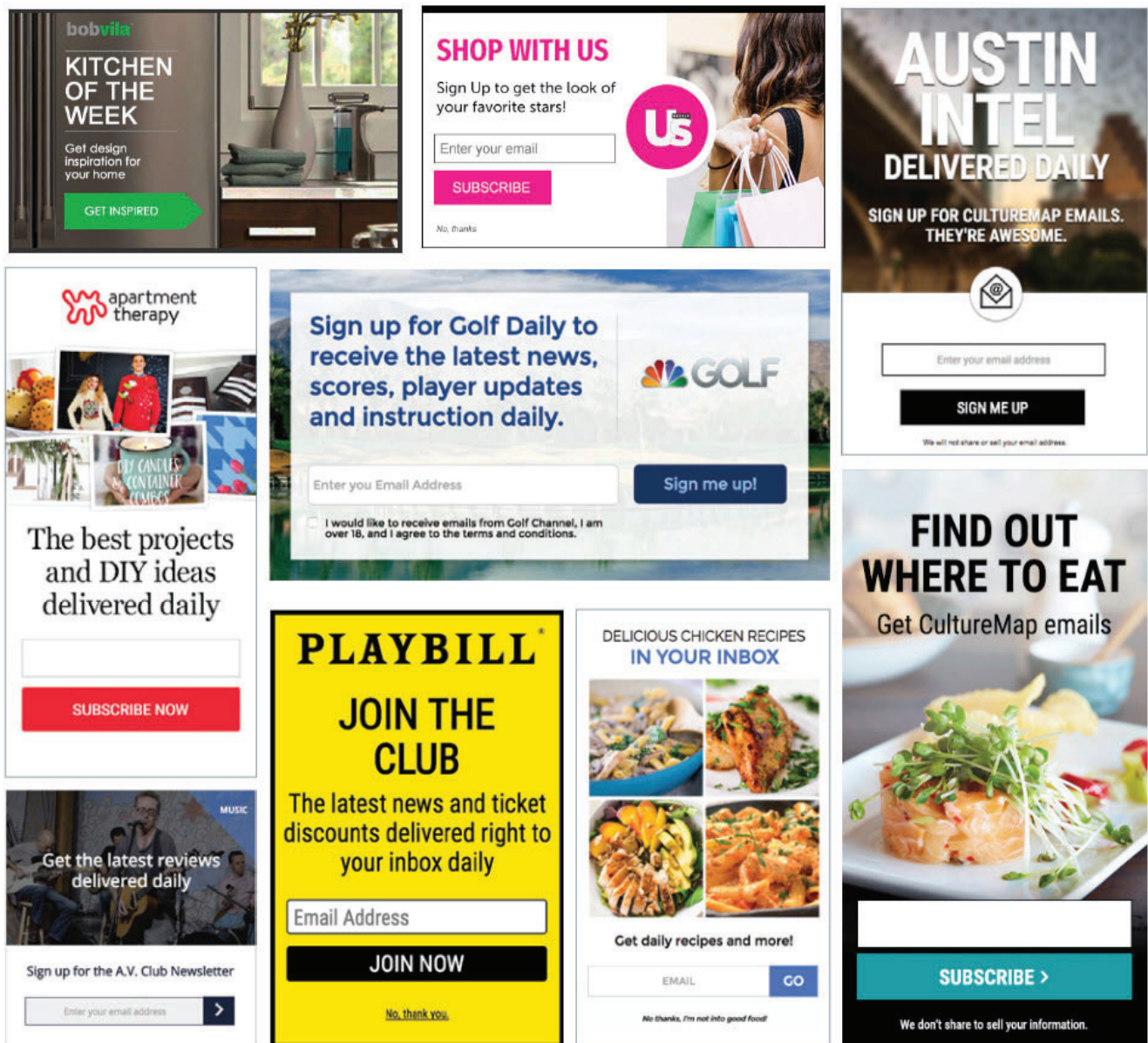
- Recognizing existing email subscribers and serving them an offer for an eBook as opposed to a subscription request
- Suppressing widgets that would interfere with on-site advertisements
- Triggering an email or mobile capture widget only after a user has performed a specific on-site action

In this lookbook, we highlight a variety of ways we have helped customers grow their lists and kick off lasting audience relationships.

Desktop Sliders

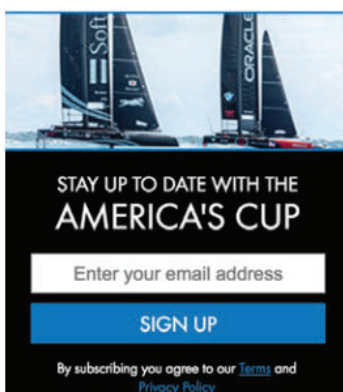
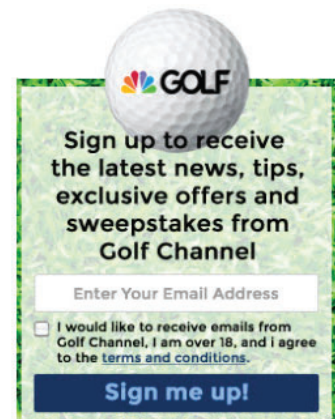
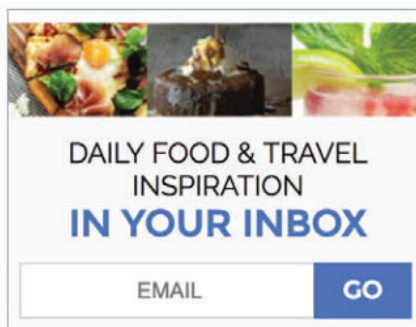
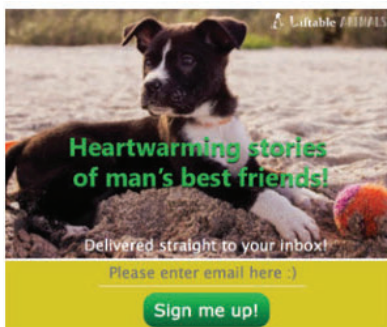


Although they may be a staple item, desktop sliders certainly don't need to be boring! Upland customers are steering clear of the generic request to simply provide an email or phone number. Apartment Therapy shows off their DIY ideas, while Golf Channel informs you of the specific information you will receive by signing up. Make the request creative and interesting! Your customers will appreciate it.



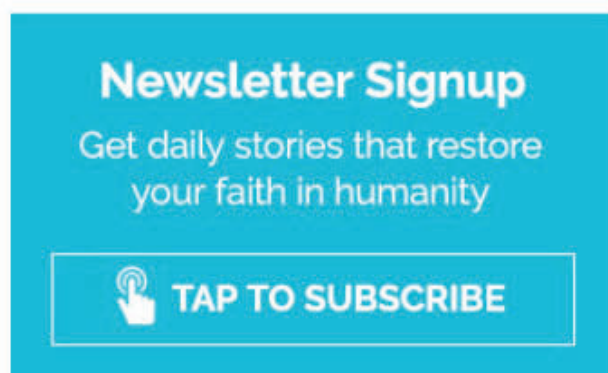
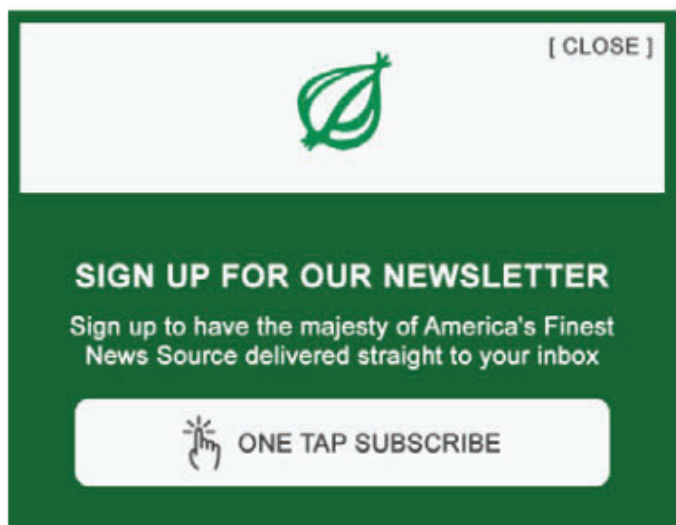
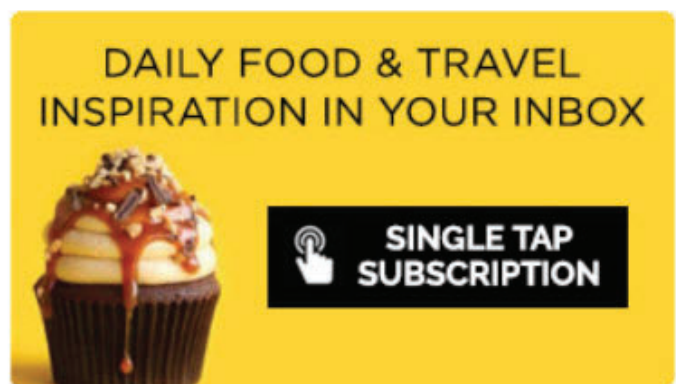
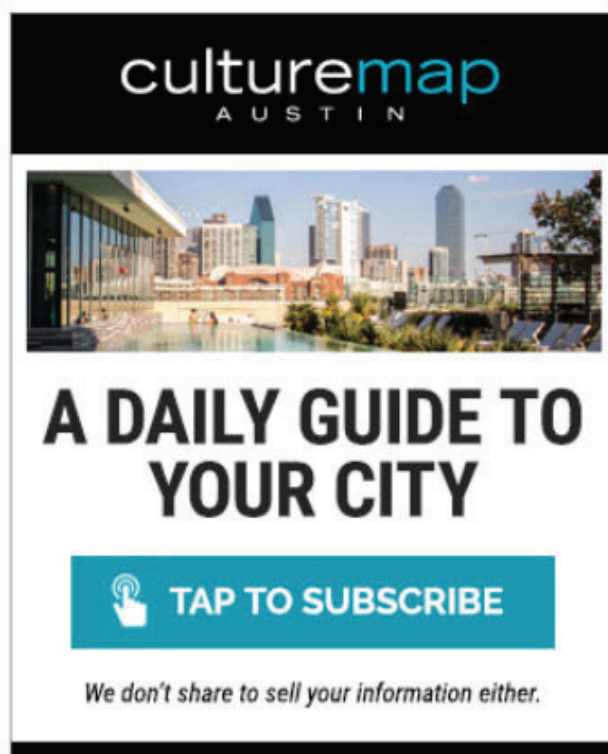
Mobile Sticky Footers & Banners

Remember that your subscribers are humans just like you. They're typically more likely to respond to something directly in front of them as opposed to something they have to hunt and search for. Sticky footers and banners are a great way to make email or SMS registration easy for your readers because they stay in one part of the screen as visitors browse your website. Due to the fact that sticky footers are nomads by nature, make sure that the content included in them flows well with your entire website.



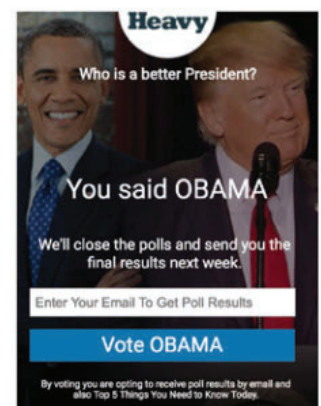
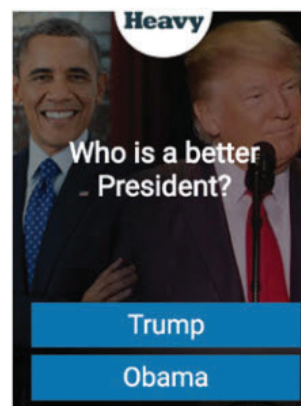
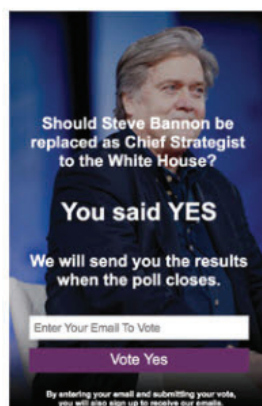
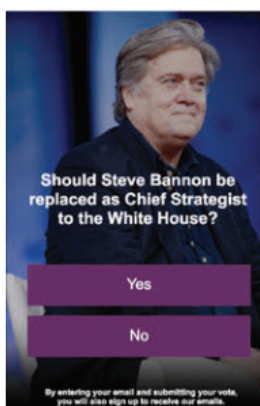
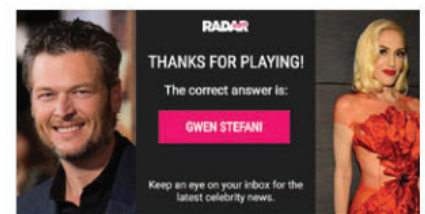
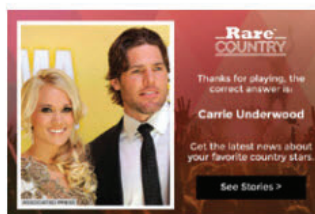
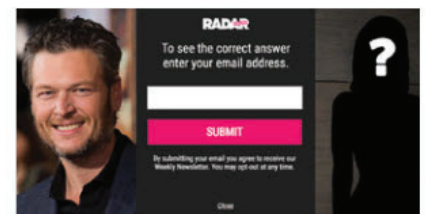
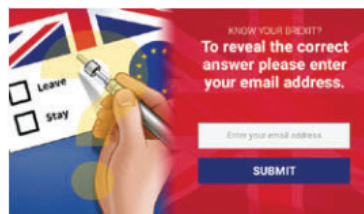
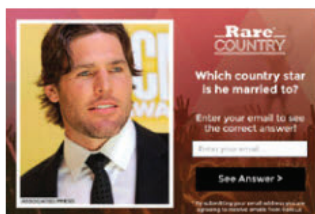
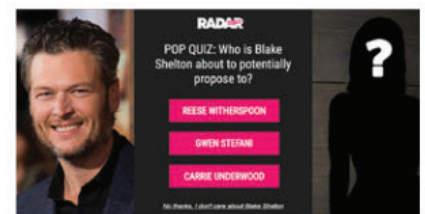
One-Tap Subscribe for Mobile

Mobile is the new status quo, and your audience expects your user experience to follow suit. One way to ensure that registration is easy is with our one-tap subscription process. One tap on the widget opens the reader's email or text messaging application. The second tap sends an email or text that automatically subscribes them to your list. This also helps eliminate pesky typos!



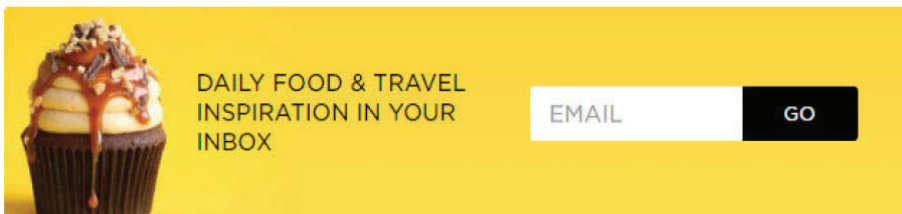
Quizzes & Polls

Quizzes and polls are a fun and effective way to gain new subscribers. A question is posed to a consumer in which multiple choice answers are provided. Once the consumer provides his or her email address, the correct answer is displayed. Upland has found that quizzes and polls work best in the entertainment and political space where readers are typically most likely to play along. Quiz: what is one of the most effective ways to grow your list? Upland's onsite capture widgets!



Inline Widgets

Yes! Upland can also host your inline capture widgets. We know that your internal website team is strapped for time. By allowing Upland to host your inline capture widgets, you are no longer dependent upon your internal website team to make changes and enhancements. You now have the control to test and optimize whenever you want. And remember, get creative!



DAILY FOOD & TRAVEL
INSPIRATION IN YOUR
INBOX

Aleteia

WANT MORE STORIES LIKE THIS?
SIGN UP FOR OUR DAILY NEWSLETTER

Want more stories like this delivered daily?
THEN SIGN UP FOR OUR EMAILS

CULTUREMAP
EMAILS ARE
AWESOME

Get Austin intel delivered daily

We will not share or sell your email address.



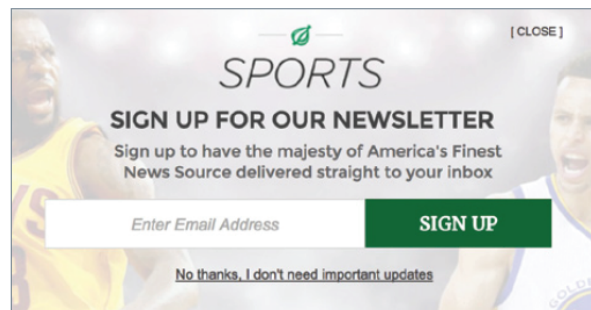
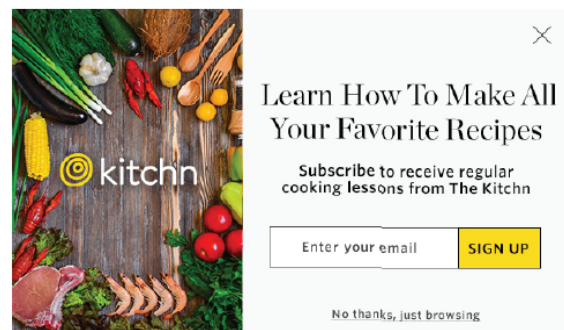
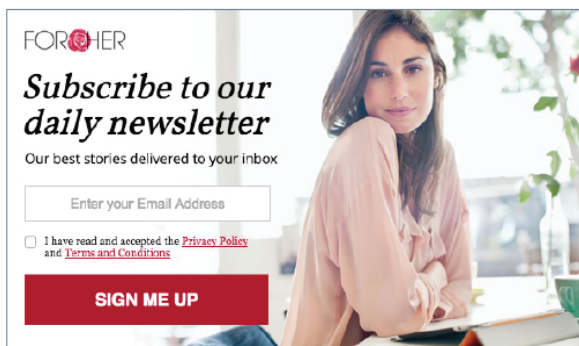
Stay connected on the road to RIO.
Sign up for Newsletters

☐ I'm over 18 and agree to the terms and conditions



Lightboxes & Takeover Widgets

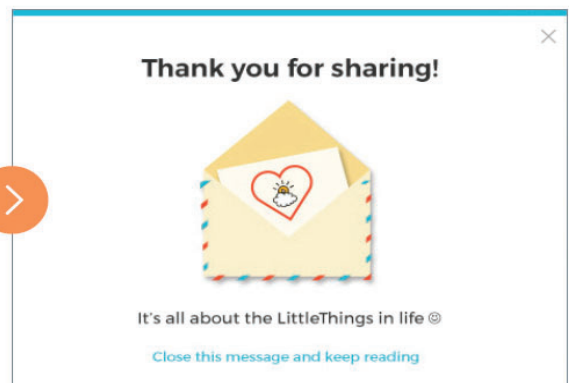
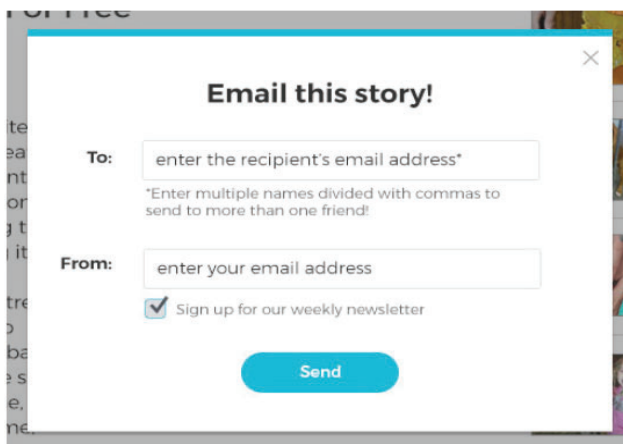
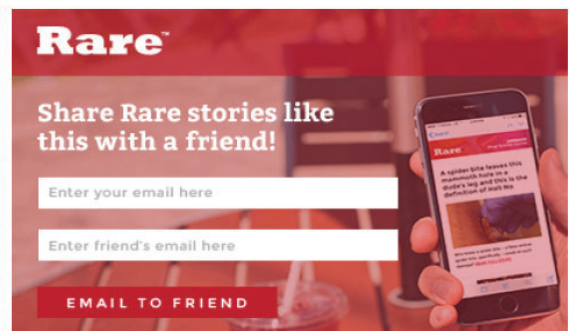
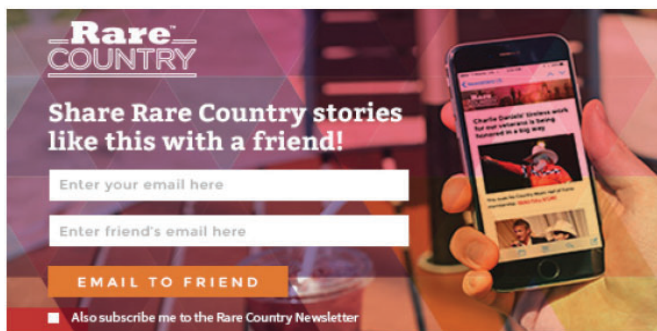
Lightbox and takeover widgets can be extremely effective when used correctly. With Upland's audience development tools we can partner with you to establish business rules to ensure your readers have a positive experience, are encouraged to subscribe and look forward to receiving more information from you. It may be your first impression, so let's make it a good one!





Share with a Friend Widget

Have you ever read a story or article that you wanted to forward to a friend but gave up after 3 minutes of failed cutting and pasting? That is why Upland developed the Share with a Friend widget. The widget allows you to simply enter your friend's email address along with your email address so that he or she knows where to send the thank you note later. Don't hoard interesting news and articles all to yourself. Share it with a friend!





Want to learn more?

Contact us.



uplandsoftware.com