

# Maximizing Efficiency, Engagement, and Revenue with Email Automation

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## Introduction

### Unlock the full potential of your email program with automation

In a digital publishing industry increasingly dependent on strong audience relationships, email continues to drive results for publishers. Email represents a unique direct connection between publishers and audience, stepping up to deliver content and drive revenue where platforms have fallen short. The numbers speak for themselves:

- + Readers who receive a *New York Times* newsletter are twice as likely to become paid subscribers.<sup>1</sup>
- + *Seattle Times* newsletter visitors are 25 time more likely to subscribe than visitors from Facebook.<sup>2</sup>
- + Newsletters drive 12% of *The New Yorker's* traffic, and signing up for a newsletter is the top indicator of whether a visitor will eventually convert into a paid subscriber.<sup>3</sup>

Every email sent is another opportunity to engage and monetize the audience. Unfortunately, the resources required to manually curate, create, and deploy newsletters often limit the email output of publishers. After all, it's hard enough to assemble a single newsletter manually, much less multiple daily newsletters.

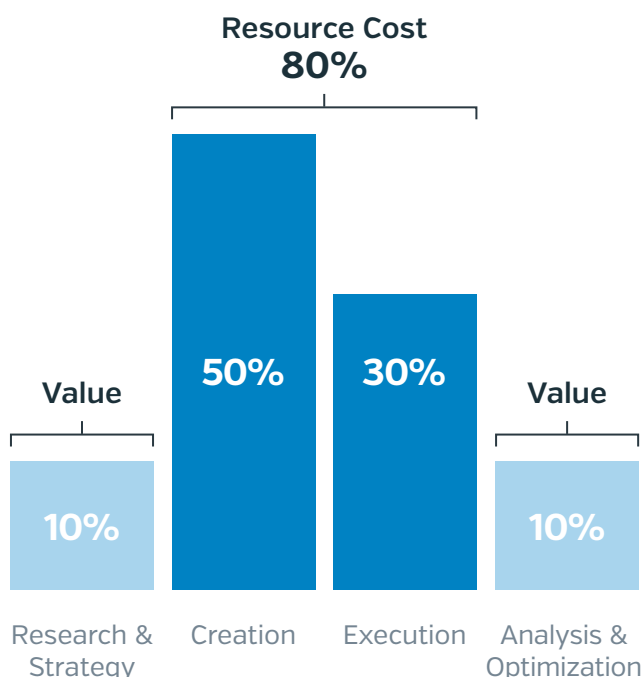
That's where email automation comes in. Automation allows publishers to reap the full benefits of email without having to devote their full schedule to it. By automating the busy work of email creation, you're free to focus on content, strategy, and analysis.

<sup>1</sup> <https://digiday.com/media/new-york-times-now-13-million-subscribers-50-email-newsletters/>

<sup>2</sup> <https://www.lenfestinstitute.org/solution-set/2018/03/15/inside-seattle-times-newsletter-strategy/>

<sup>3</sup> <https://www.niemanlab.org/2018/01/with-its-new-newsletter-director-the-new-yorker-wants-to-experiment-with-standalone-and-international-focused-products/>

The chart below illustrates the resource costs of a manual email program. Read on to see how automation can help you shift these percentages and drive more value from your email program.



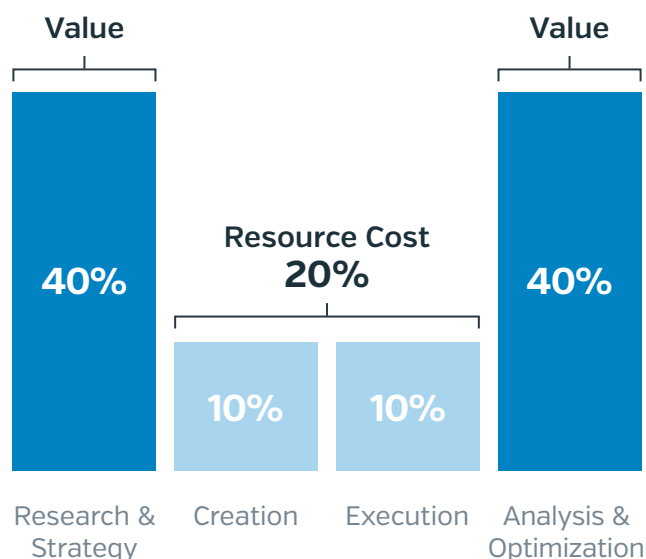
### What can automation do for you?

Automation is the foundation of an efficient email program. And when resources are scarce, a more efficient way to work can make all the difference.

Upland PostUp's automation solutions help publishers build high-performing email programs at scale, maximizing engagement while minimizing manual effort. With Upland PostUp's automation solutions, you can:

- + **Scale your email program.** Offer your audience more newsletter products using the same (or even fewer) resources, by automating newsletter creation and deployment.

- + **Improve email performance.** Upland PostUp's automated newsletter optimization ensures every email drives maximum engagement.
- + **Reduce errors caused by manual assembly.** The more hands involved in newsletter creation, the more chances for mistakes. Upland PostUp integrates with your CMS to populate newsletter content automatically.
- + **Practice effective lifecycle marketing.** Grow the relationship with powerful automated campaigns designed to increase engagement and convert more paid subscribers.



In this guide, we'll show you how Upland PostUp enables automated newsletter creation, deployment, and testing. Plus, you'll learn how to put the full force of automation behind your lifecycle marketing efforts. With ways to automate at every step of the email process, Upland PostUp can provide custom automation solutions that maximize the value of your email program.

## CMS Integration

### Enable seamless email automation with Upland PostUp's CMS integration

At Upland PostUp, we believe the best email operations strategy for publishers combines automation with human oversight. But without the proper integrations in place, automation can prove more trouble than it's worth.

That's why the Upland PostUp platform integrates with leading CMS solutions, enabling seamless email automation at every step of your newsletter creation process: curation, assembly, and deployment.

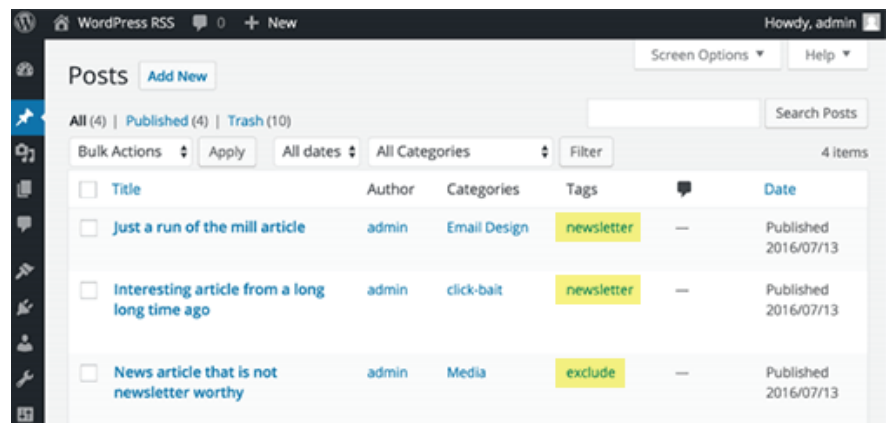
### Upland PostUp integrates with:

- + WordPress
- + Drupal
- + And others (including in-house systems) via RSS.

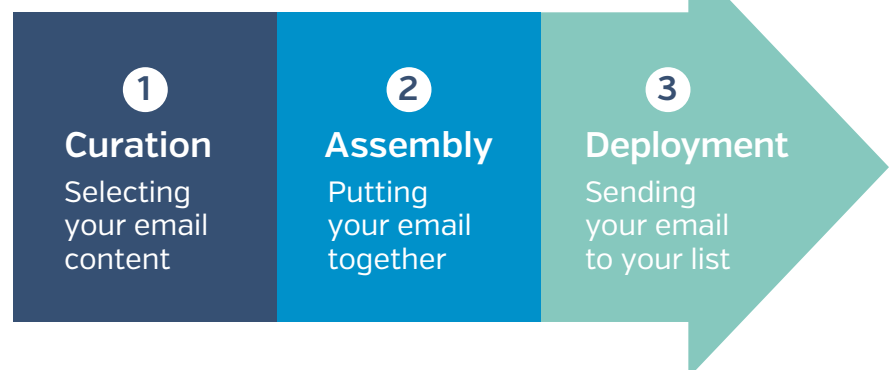
These robust integrations allow you to build and send newsletters from the comfort of your own CMS. It's convenient, plus it gives users with less knowledge of email platforms easy input and control over the newsletter editorial process. After all, editors spend their days in the CMS anyway; why not let them edit email from there too?

Finding solutions that work together is one of the toughest challenges you'll face when purchasing technology. With Upland PostUp's CMS integration, not only does your technology work together, it works more efficiently. That way, your email is automatic, and your revenue is too.

Over the next two pages, you'll learn how CMS integration allows you to leverage automation at each phase of newsletter execution.



## 3 Phases of Newsletter Execution



## Curation & Assembly

### Balance automation with editorial control using Upland PostUp's flexible email curation and assembly options

When you're sending multiple emails each day, manual content curation is time-consuming. And that's just the first step: then you have to assemble the email. That takes time, technical ability, and careful attention—especially because more manual labor can mean more mistakes too.

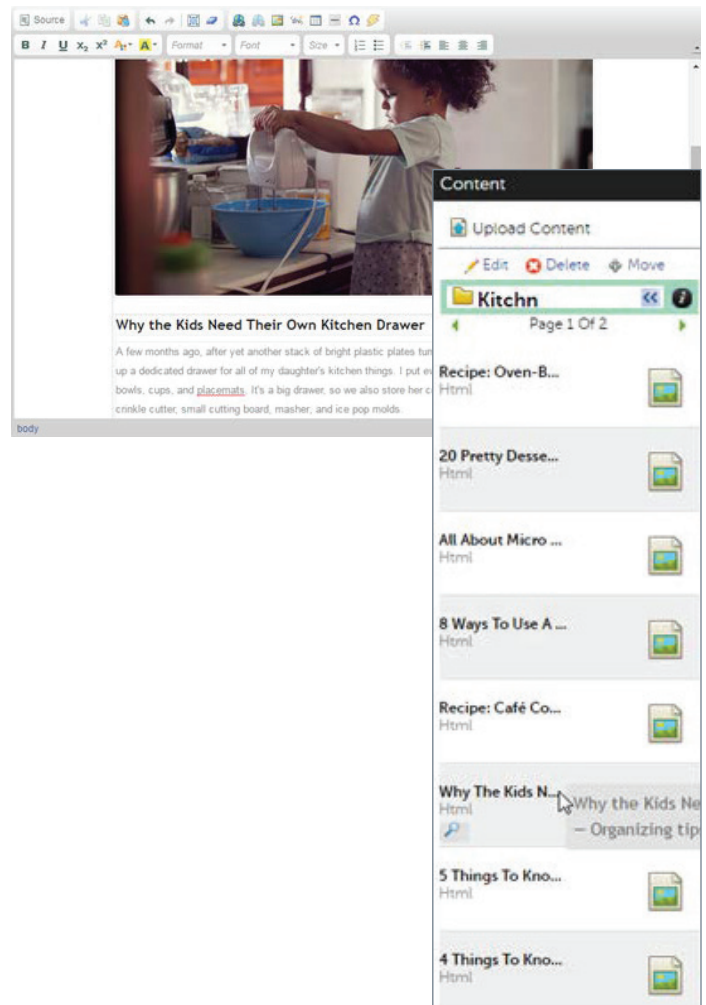
The Upland PostUp platform empowers you to automate the tedious parts of email creation while still maintaining editorial control. First, use automated curation to efficiently gather content:

- + Select articles for newsletter inclusion using tags in your CMS, and/or
- + Prioritize your highest-performing content using Parse.ly or Chartbeat, and/or
- + Personalize newsletter content 1:1 with Upland PostUp's Parse.ly integration

Then, let Upland PostUp automate part of your newsletter assembly too:

- + Populate pre-formatted email templates with content directly from your CMS
- + Optionally combine automated assembly with final manual edits
- + Drag and drop content manually from your CMS, if needed
- + Or, build your email completely from scratch in Upland PostUp's WYSIWYG editor

Upland PostUp will work with you to create a custom solution from our toolbox of automation components that dovetails with your existing workflow, process, and editorial needs.



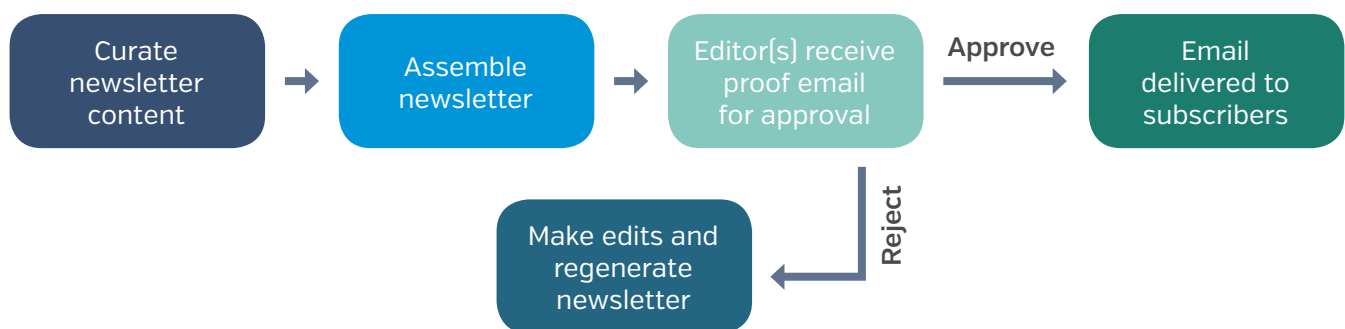
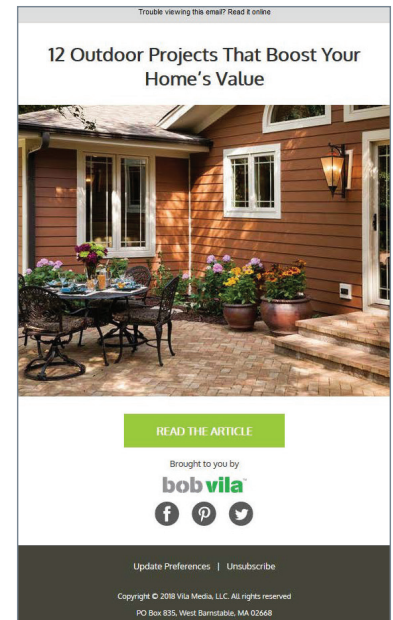
## Email Deployment

### Use automation to create an email deployment workflow that works for you

By automating your email curation and assembly, you enable the option of automating your newsletter deployment as well.

Of course, no two publishers are alike, nor are any two days alike. On lighter days, you might have time to edit email content. Other days, you'll be glad you have automation to fall back on. Either way, Upland PostUp's flexible email workflow allows you to tailor your email deployment process to the realities of your business:

- + Designate newsletter editors and recipients of "proof" emails
- + Configure your approval window, after which newsletters can be sent automatically [1 or 2 hours]
- + Use implicit approval mode to ensure your email goes out, no matter what
- + Or, specify explicit approval to put your email on hold until all editors approve it



Upland PostUp also provides tools for optimizing your emails before you approve them. Render previews make sure your emails look great on any device, while seed testing identifies inbox placement problems before they derail your program.







With a custom deployment workflow in place, you eliminate confusion, error, and performance issues caused by manual email deployment.

## Email Optimization

### Maximize email engagement using automated newsletter optimization

Behind every optimized publisher email program is a rigorous testing regimen, but testing takes time. By the time you've got testing data to act on, your email content is old news.

Upland PostUp's automated testing solution optimizes your newsletters for you, allowing you to maximize email engagement in every send. Use automated newsletter testing to test different lead articles with a small percentage of your list. Then, sit back as Upland PostUp automatically determines the highest-performing lead and sends the winning version to the rest of your list.

<input type="checkbox"/>		868	DONE	11/26/2017 07:22 AM	Specials	 Sun Nov 26 Repurposing Special	Bob Vila Newsletter	Bob Vila	72,254 (99.8%)	16,580 (23%)	3,824 (23.1%)	110 (0.15%)
<input type="checkbox"/>		867	DONE	11/26/2017 06:20 AM	Specials	 Sun Nov 26 Repurposing Special	Bob Vila Newsletter	Bob Vila	4,017 (99.8%)	903 (22.5%)	190 (21%)	6 (0.15%)
<input type="checkbox"/>		866	DONE	11/26/2017 06:20 AM	Specials	 Sun Nov 26 Repurposing Special	Bob Vila Newsletter	Bob Vila	4,017 (99.7%)	891 (22.3%)	147 (16.5%)	7 (0.17%)

With automated newsletter optimization, you can:

- + **Optimize every email.** Make each send count, even if you don't have time to test it.
- + **Eliminate guesswork.** Grab your audience's attention with the content proven to get results.
- + **Customize your tests.** Control the exact percentage of your test group, then select whether the winner is determined by open or click rate.

By automatically optimizing your emails for engagement, you can drive more email revenue, whether your business model relies on advertising, paid subscriptions, or a combination of the two.



## Breaking News Alerts

### Reach the inbox first with Breaking News Alerts

When breaking news strikes, the race is on to bring the story to your audience, and being first to the inbox can significantly boost resulting traffic. Seconds matter, but manual email creation can drag on for minutes—or more.

With Upland PostUp's Breaking News Alerts, most of the targeting and content is pre-populated. That way, when a big story hits, all you need to do is:

- + **Fill in the blanks.** Quickly enter your editable components, such as subject, heading, and article link.
- + **Preview.** Send a test email if desired.
- + **Then, send within seconds.** When the content is ready, just hit send.

News Alerts are flexible enough to use for other announcements too, such as:

- + **Flash sales:** Let readers know about subscription discounts with quick announcements and reminders until the sale ends.
- + **Website status updates:** If your site isn't behaving as expected, let your audience hear from you first.
- + **Live events:** Send a reminder when the event starts or follow up with supplemental information to keep your audience engaged.

Whether it's a global phenomenon or something a little smaller, Breaking News Alerts ensure your audience stays in the know.

Send News Alert

**Tag Values**

**Subject** @ \* Required  
(Breaking News)

**Top Ribbon Text** @ \* Required  
(BREAKING NEWS)

**Main Image** @ \* Required  
<http://placehold.it/500x355>

**Headline** @ \* Required

**Message** @ \* Required

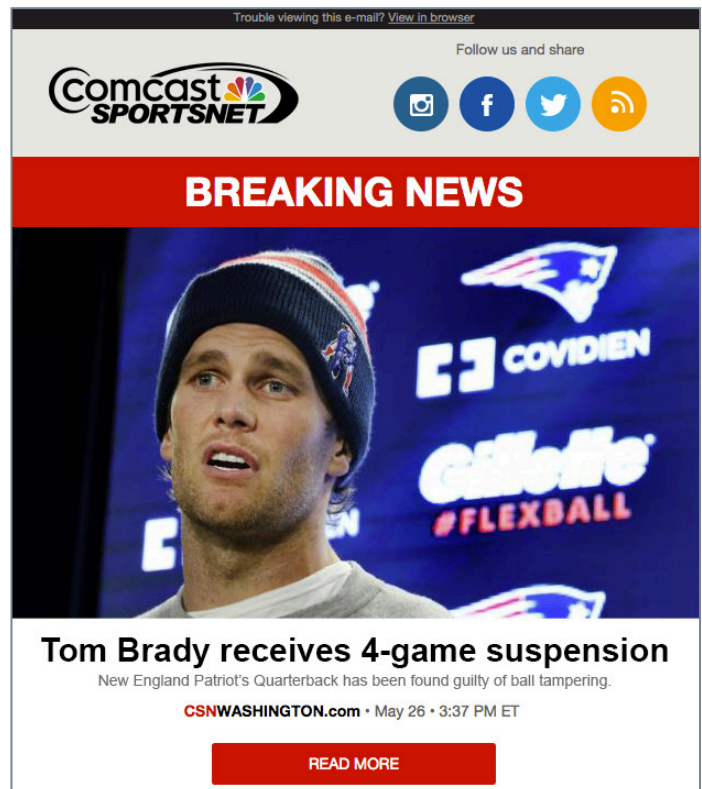
**Bottom Text** @ \* Required  
READ MORE

**URL** @ \* Required  
<http://www.csnphilly.com/>

**Test Messages** @

Send to: [news@postup.com](mailto:news@postup.com)

[PREVIEW](#) [SEND TEST MESSAGE](#) [CANCEL](#) [SEND ALERT](#)



## Lifecycle Marketing

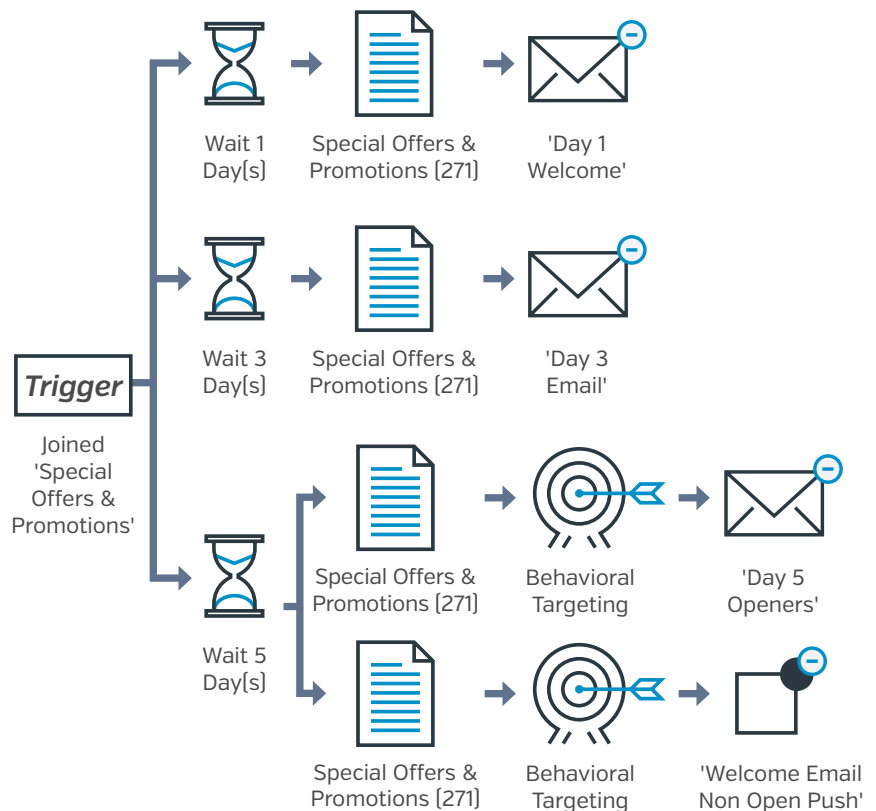
**Nurture your audience relationships with Upland PostUp's automated lifecycle marketing for publishers.**

Automation. It sounds cold, distant, and mechanical, but it doesn't have to be. In fact, it can be your most impactful tool for nurturing your audience. Used effectively, automation ensures your email audience receives the right message at the right time, which can go a long way towards building the direct relationships necessary for publishers to thrive.

Upland PostUp's lifecycle marketing solutions allow you to automate your audience outreach and target your subscribers with pinpoint precision. Use automated campaigns to nurture your audience with the most relevant messaging:

- + Send new subscribers a welcome message or welcome series to engage them at the height of their interest in your content.
- + Deploy re-engagement campaigns to rekindle relationships with lapsed subscribers.
- + Optimize marketing emails with behavioral targeting to nurture more of your newsletter subscribers into paid subscribers.
- + Manage even the most complex campaigns with ease using Upland PostUp's Drip Visualizer [see right].

By automating your lifecycle marketing efforts, you make the most of your connection to the audience. At the end of the day, that means stronger relationships and more revenue.



**For more information on Upland PostUp, visit [uplandsoftware.com/postup](https://uplandsoftware.com/postup)**

### About Upland Software

Upland Software [Nasdaq: UPLD] is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites 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.