

1440 Media Successfully Migrates to a Dedicated IP



“The Upland PostUp team continues to provide excellent guidance on our most important strategic initiative, email deliverability. With the help of the PostUp team, we’re thrilled to experience 50%+ daily open rates and incredible engagement with our readers. Selecting PostUp as our ESP partner is the best decision we’ve made.”

- 1440 Media

Company

1440 Media's 1440 Daily Digest is an email newsletter that covers the day's top stories across multiple industries and geography, all in a 5 minute read. Using their experience in science, culture, business, military, and politics, they deliver a daily curated digest for their extremely loyal subscribers.

Challenge

With a rapidly growing audience and over 600,000 monthly unique opens, 1440 Media was outgrowing their previous Email Service Provider. They needed an enterprise ESP with more features, functionality and automation than their current provider. The 1440 Media leadership team also required a more robust reporting tool to analyze their rapidly growing business. Finally, 1440 Media needed to move from a shared IP to a dedicated IP environment with no productivity or engagement loss.

Solution

Upland PostUp provided 1440 Media with assistance in every step of the transition. The setup included HTML templates, importing email lists, and the creation of an IP ramp plan to warm up their dedicated IPs. PostUp also provided step-by-step platform training and continues to host regular calls with 1440 Media to help ensure their ongoing email success.

Results

1440 Media's email program was fully transitioned and ramped in approximately one month. This included site setup, migration of email templates and lists, and IP warming. 1440 Media now experiences open rates of over 50% and incredible overall reader engagement rates. “We were blown away by the client service and how the PostUp team consistently went the extra mile to guide us during the [anxiety-filled] migration process.”

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.