upland **PostUp**

Apartment Therapy Media Increases Onsite Conversion by 63%

"Upland PostUp 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 PostUp'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

PostUp 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 PostUp's intelligent email capture widgets, including lightboxes and sliders. These contextualized, time-deployed modals get maximum conversions while remaining minimally intrusive. PostUp 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.
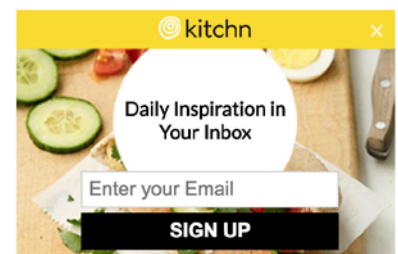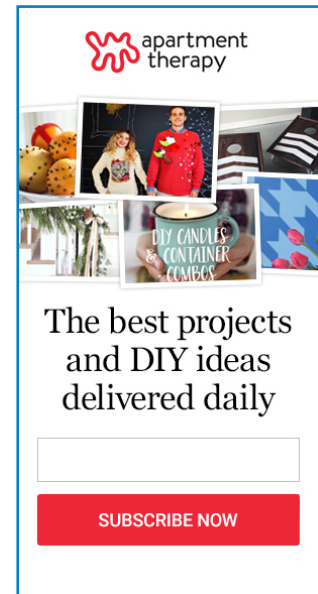
Solution (continued)

These solutions set the stage for Apartment Therapy Media to fully migrate to the PostUp platform, where they could also take advantage of PostUp's tailored client services and extensive publishing knowledge. ESP migration is no small task, which is why PostUp provided careful IP ramping and all other support necessary for successful migration. With PostUp'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 PostUp 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, PostUp's RSS integration took Apartment Therapy Media's newsletter creation time from 1 hour down to 5 minutes. With PostUp 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 on PostUp, visit uplandsoftware.com/postup

About Upland Software

www.uplandsoftware.com/cxm