

Client Saves 5 Hours Per Week with Custom Reporting

“Our custom reports allow us to evaluate how to boost the right engagement, decide what content to advertise, and communicate in a way that directly increases revenue. PostUp’s reporting saves us about 5 hours a week. Previously, we pulled data manually from PostUp and our analytics platform into our own spreadsheets. Now, we can use those 5 hours to analyze and act on the data instead of just collecting it.”

- Director of Marketing

Company

Our client is a national leader in offering effective resources for churches and ministries in the areas of church media, worship, children’s & youth ministry, preaching & teaching, and employment. One of the largest radio station owners, our client empowers their listeners through talk radio alongside digital content, magazines and books.

Challenge

Across multiple mediums, our client has gained an incredible following. As their audience grows, so does their email list; it’s one of the top drivers of traffic to their websites. However, the client still needed a way to examine how email engagement related to their overall sales, so they could properly develop and monetize their audience.

Solution

With Upland PostUp, it is now possible to evaluate the effectiveness of their email program as a whole, by series, and even by message. With Tableau analytics integrated directly into the email platform, custom reports on mailings are available to help make data-backed decisions for increased program revenue.

Results

Here are just a few things they’ve been able to do:

- See exactly how much revenue each email campaign has generated.
- Compare CTRs vs Conversions, to determine if landing pages are optimized for mailings.
- Identify messages with the highest engagement to determine the most popular types of content.

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.