Measure Your Email Acquisition Performance at a Glance With Cohort Analysis

Getting the most from your email acquisition efforts requires you to answer a few key questions first:

Where do your most engaged subscribers come from? How does their engagement change over time? And how can you drive more of these highly-engaged subscribers?

You can find those answers and more with **Cohort Analysis**. Cohorts are subsets of your subscribers grouped by how and when they joined your list, and analyzing the performance of each cohort allows you to visualize (and maximize) the value of email acquisition over time.
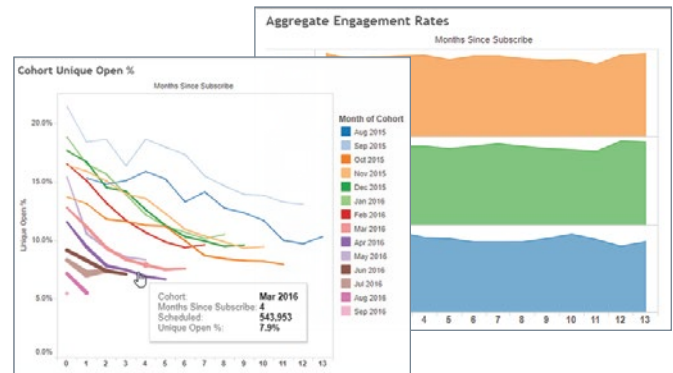
That's why Upland PostUp provides the tools you need for actionable cohort analysis. Compare key email metrics across sources, or view in aggregate to see how certain sources stack up against your overall engagement history.

With Upland PostUp's cohort analysis reporting, you can:

+ Identify the source of your most engaged subscribers

+ Attribute monetizable email events to their acquisition sources

+ Estimate the lifetime value of new subscribers by source

+ Measure quality of paid vs. organic acquisition and adjust strategy accordingly

+ Optimize re-engagement efforts by tracking engagement decay

Whether you need to optimize your paid acquisition spend or just see the audience you already have a little more clearly, Upland PostUp's Cohort Analysis allows you to ask those big questions about your audience and act on the answers.

For more information on Upland PostUp, visit 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.

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