

Campaign of the Year 2015

The most successful strategies of the year

Each month at Adestra, we celebrate and share the fantastic results of using email marketing in creative, targeted, and noteworthy ways. So you can be inspired by companies that use email marketing to its true potential.



From the thousands of email campaigns sent each month by our clients, some of them truly stand out in terms of the results they achieve. The competition is fierce, but we select one each month to share the strategy and solution with you.

Following on from the great success of last year's competition, we submitted our Campaign of the Month winners to a public vote to see which one should be the ultimate winner. These campaigns have used different aspects of automation, transactional data, advanced segmentation, customer journeys, dynamic content and much more.

**Congratulations to
all Campaign of the
Month winners!**





SOULMATE FOOD®

Making customers feel valued with an effective survey email

Food For Thought ...

Soulmatefood pride themselves on offering a tailored nutrition service to their customers. When it came to making changes to their offering, they had to make sure these were inspired by and right for their customers. To do that, they devised a simple and short survey to ask customers about their lifestyle and goals.

The intrigue generated by their subject line granted them an open rate that was 20% higher than their average. Persuaded by the appealing incentive and clear design, 80% of total clicks in the email were attracted by the survey link. This campaign is a great example of how to engage subscribers and make their opinion feel valued.



#11



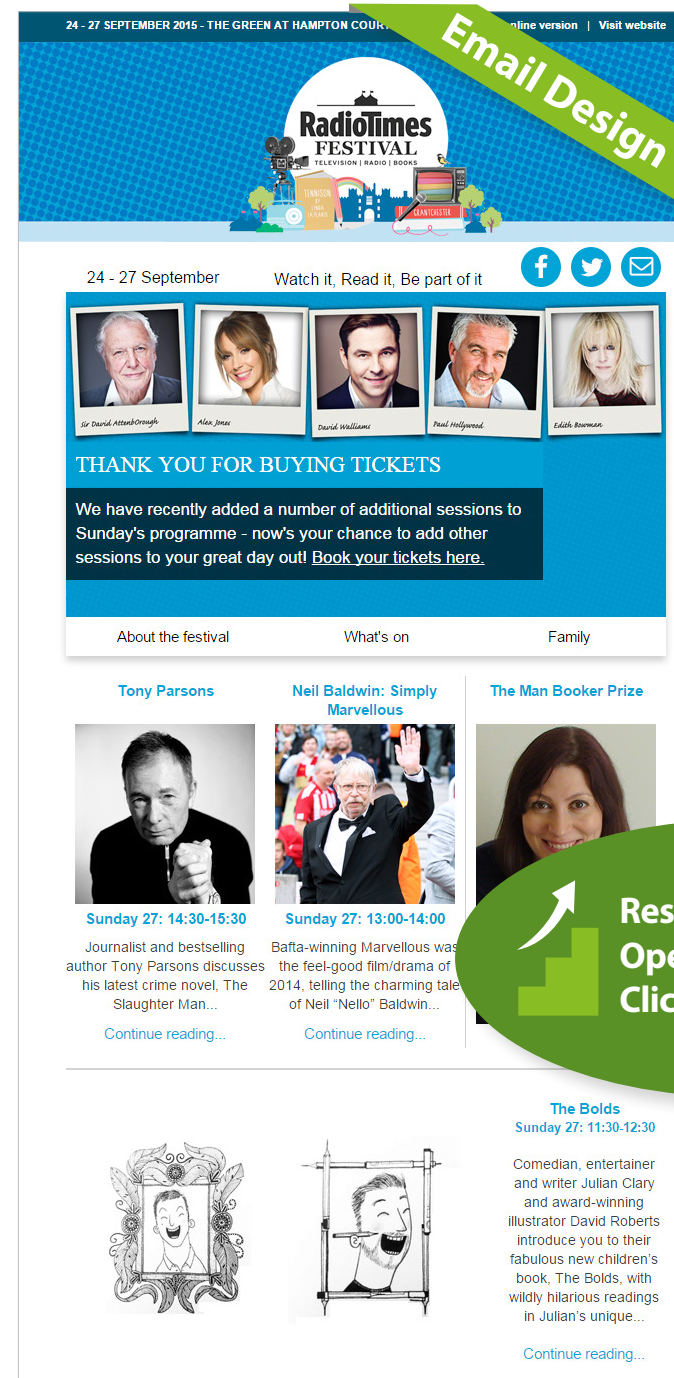
Segmentation and clear messaging delivered 60% open-rate

New sessions added to Sunday at the Radio Times Festival!

As the event was about three months away at the time the campaign was sent, Brand Events wanted to maintain the excitement of people who had already booked tickets to the Radio Times Festival.

The agency approached Adestra's Digital Design team for a fresh email template that would convey their message quickly and clearly, regardless of the device. Using the robust template, Brand Events amended the content in-house to create separate campaigns for each day of the event. They then matched each campaign with the people who had tickets for that day.

The specific subject line captured the attention of the receivers straight away which can be seen in the fabulous 60% open rate. 57% of the people were interested in the session at the bottom and 19% in booking more tickets, showing the potential for additional revenue.





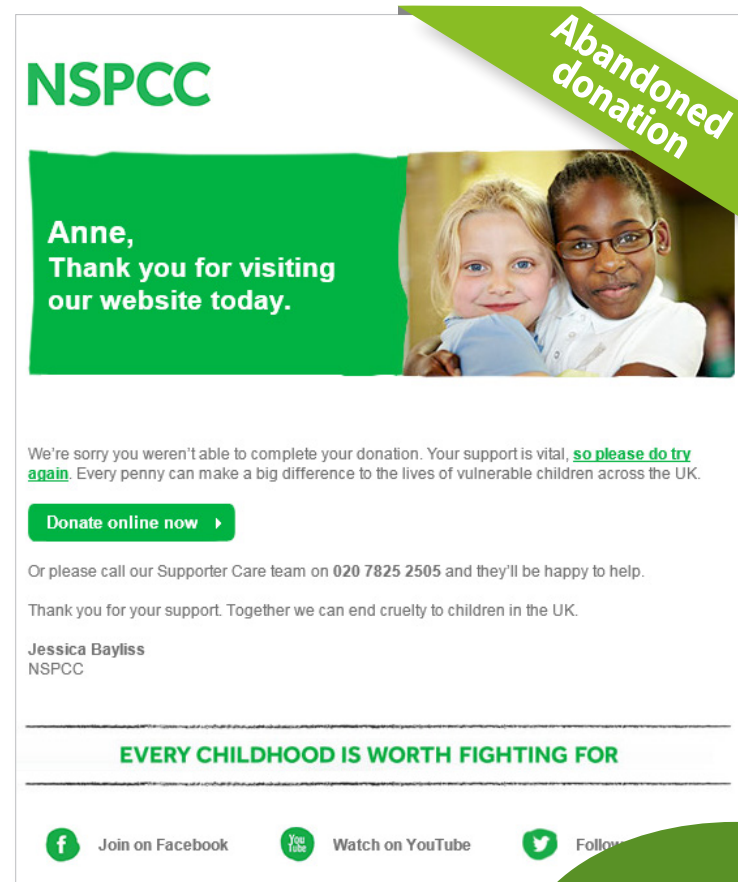
NSPCC demonstrate how the charity sector could benefit from abandoned cart technology

Please do try again

Abandoned cart technology is typically considered a tool for retail brands, but NSPCC demonstrate that it can be very helpful to charities as well. Using it, they remind their donors that every one of them can make a difference.

To achieve this, the campaign uses simple design, focuses on visual impact to instil an emotional reaction, uses first name personalization and a button and tagline that visually stand out. The copy of the email is short and to the point, using powerful emotional phrases like 'support is vital', 'every penny can make a difference' and 'end cruelty to children'.

This strategy achieved a fantastic 48% open-rate, which is over four times higher than other emails they send, and considerably higher than their industry's average.



Results:
Open: 48%





Blue Cross creates personalized donor journeys with email automation

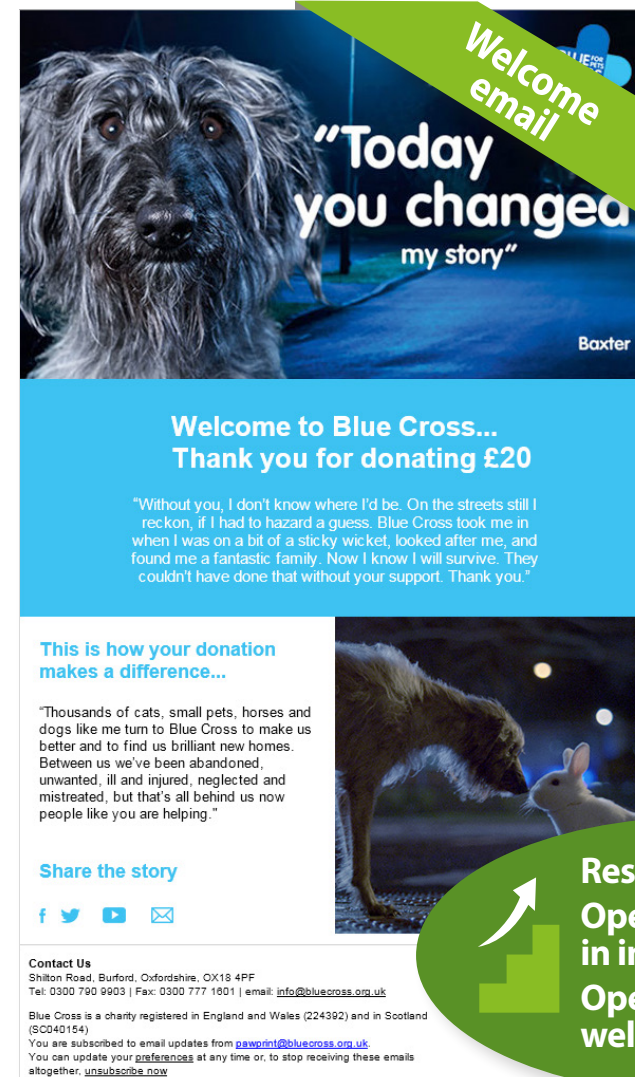
Welcome to Blue Cross

Based on their most popular television ad featuring a dog called Baxter, Blue Cross decided to apply the same strong imagery and copy to their welcome emails.

By analysing their *Email Client Report* in MessageFocus, Blue Cross knew that 62% of their audience opens their emails on a mobile device. A mobile responsive template and pre-header text were must-haves. They created a welcome email for first-time donors and focused on making them feel important by personalizing their experience with:

- donor's first name in the pre-header
- conditional content to insert the value of the donation in the email

The welcome email is followed by a waiting period of 20 days, after which an engagement email is sent informing receivers how their donation helps. With high open rates and further donations gathered during the program, the results speak for themselves.



Results:
Open: 63%
in initial campaign
Open: 54%
in welcome program



Oxfam got a fundraising head start with an automated welcome email

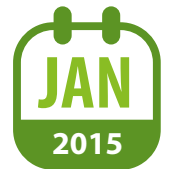
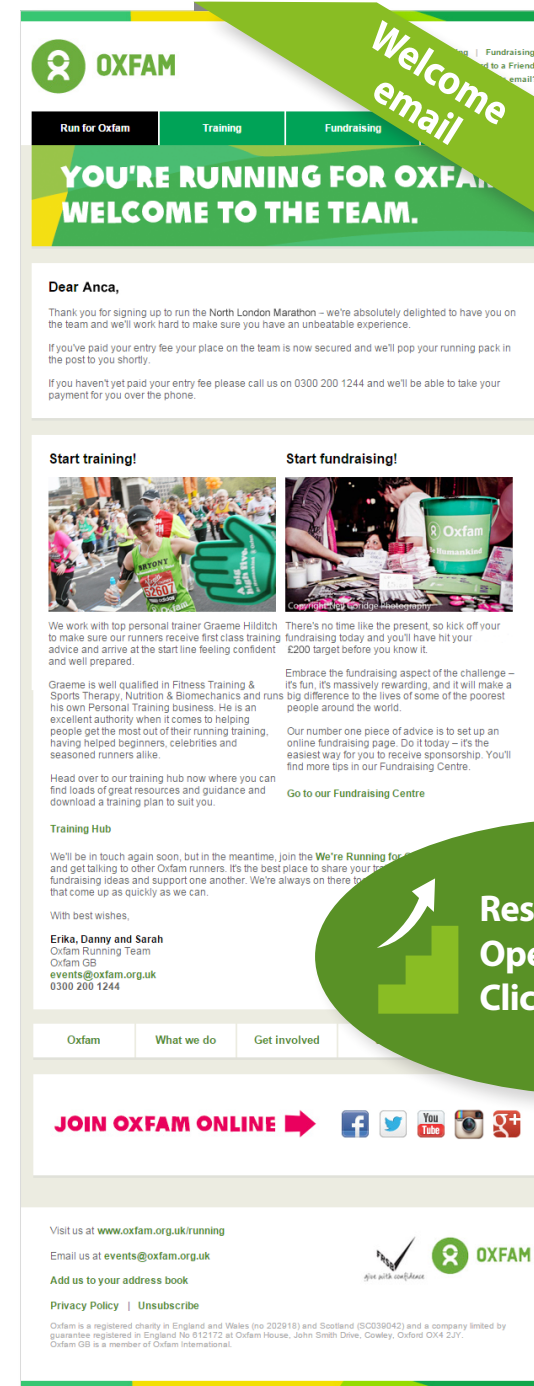
Welcome to Oxfam's team!

The Oxfam running events are just one of the ways in which the charity fundraises every year. The funds come from:

- an entry fee to secure a place in the race
- an individual fundraising pledge gathered as sponsorship

As these volunteers are most excited about their contribution when they sign up, it's crucial to take advantage of that momentum. To do this, Oxfam knew that a simple welcome email wouldn't cut it. They used personalization to automatically insert the volunteer's first name, event name and fundraising pledge amount.

Providing recipients with useful next steps ensured their enthusiasm is turned into action. The *Links Report* showed that the majority of those clicks were generated by the training and fundraising calls-to-action.



#7



CELTIC & CO.

Black Friday weekend email brings Celtic & Co. \$38K in conversions

FREE DELIVERY on all orders | SHOP NOW

This email is driven by a 'free delivery' offer for the weekend, in line with the general consumer expectations around Black Friday and Cyber Monday. It uses winter imagery and subtle Christmas decorations to show Celtic & Co. products in context, without pushing for a sale.

Simple and to the point, this campaign succeeds in its objective of attracting subscribers' attention and putting them in a wintery, cosy, Christmassy mood. The proof of that comes from the fact that 41% of total clicks came from the 'free delivery' code image above the fold and the *Conversion Tracking* feature in MessageFocus reported a total of \$38K conversion value.





goodfood Bakes & cakes SHOW

A pre-event email campaign helps River Street Events gather intelligence and drive ticket sales

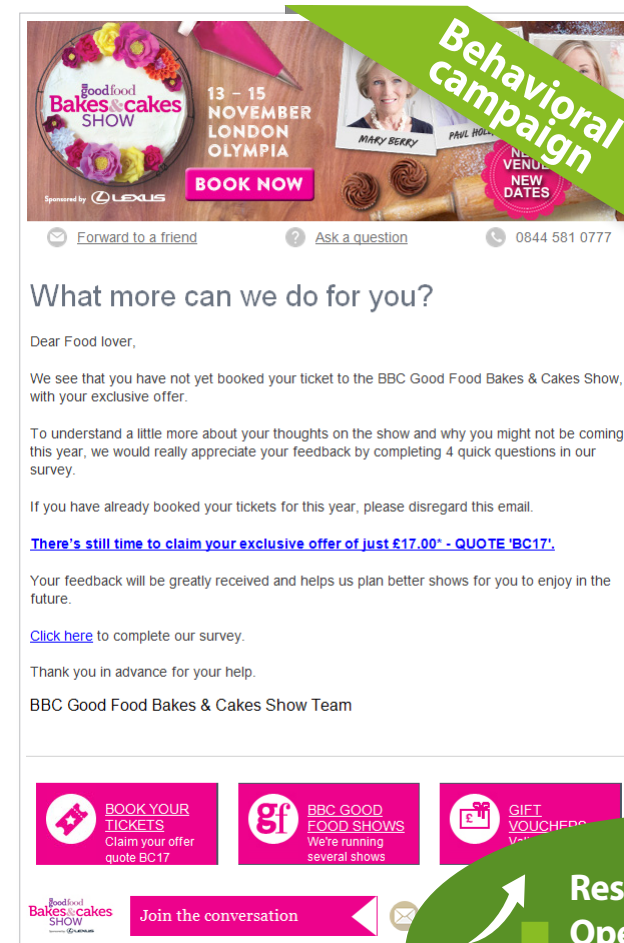
Let us know your thoughts ...

River Street Events wanted to gather intelligence from previous attendees of the BBC Good Food Show Cakes & Bakes. In particular, they wanted to find out why some people hadn't purchased tickets, and use that to influence their follow-up strategy.

The email focused on two main calls-to-action: 'Complete the survey' and 'Book tickets'. The design was simple, making the copy the star, with words like 'exclusive offer', 'understand your thoughts' and '4 quick questions' to make the receiver feel valued.

The *Heatmap Report* in MessageFocus showed that the survey link had the most conversions, attracting 66% of total clicks. This is remarkable as survey response rates are usually quite low.

Also, 30.5% of the total contacts who clicked-through chose to 'Book Tickets'.





Advanced data intelligence helps drive an uplift of 120% in revenue

Experience The Gambia in Style | Luxurious Hotels & Upgraded Flights

The secret to this campaign's success is the very clever use of data. In order to find the ideal audience, Serenity Holidays performed an in-depth analysis of their customers' previous behavior. Segmentation was based on different criteria:

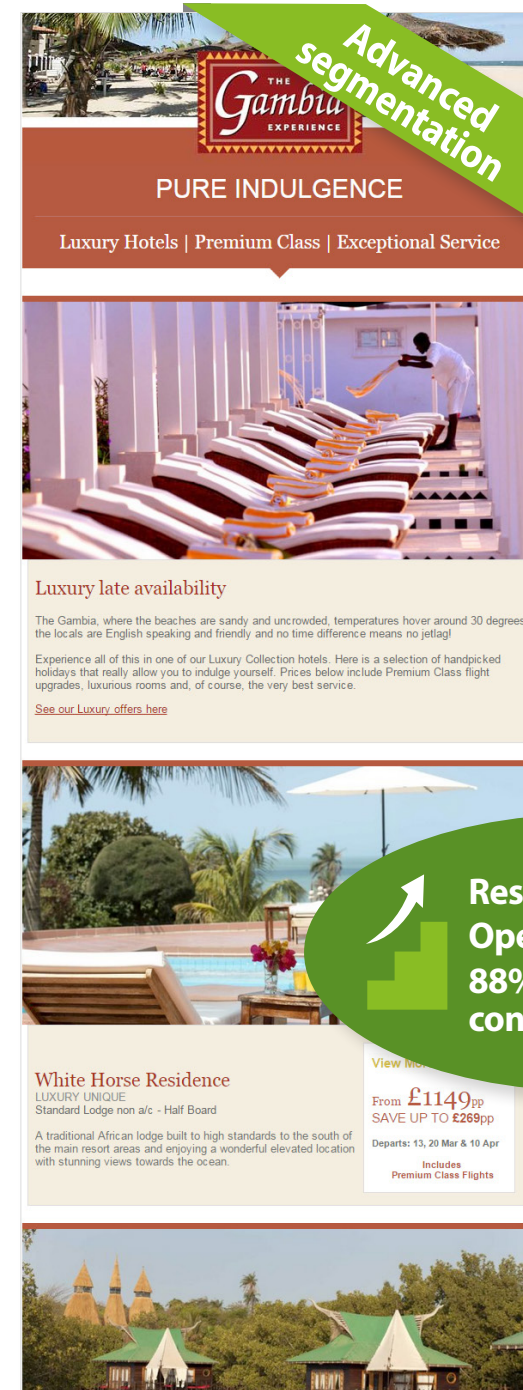
1. recency of purchase, frequency and value
2. what they had previously purchased
3. whether they had engaged with similar content in previous emails

This strategy proved useful in making the email relevant, as a fantastic 32% of those who opened also clicked on the offers. Adestra's *Heatmap Report* showed that the top converting link was the call-to-action: 'See our luxury offers here', which successfully drove the subscribers to their website, where they could be tempted with more offers.

In fact, compared to a previous campaign sent to all The Gambia Experience subscribers, this one saw an 88% improvement in the sales conversion ratio, resulting in an uplift of 120% in revenue.



This campaign gives a stellar example of the level of data intelligence all marketers should aspire to, in order to maximize their results.



Results:
Open: 42%
88% uplift in sales conversion

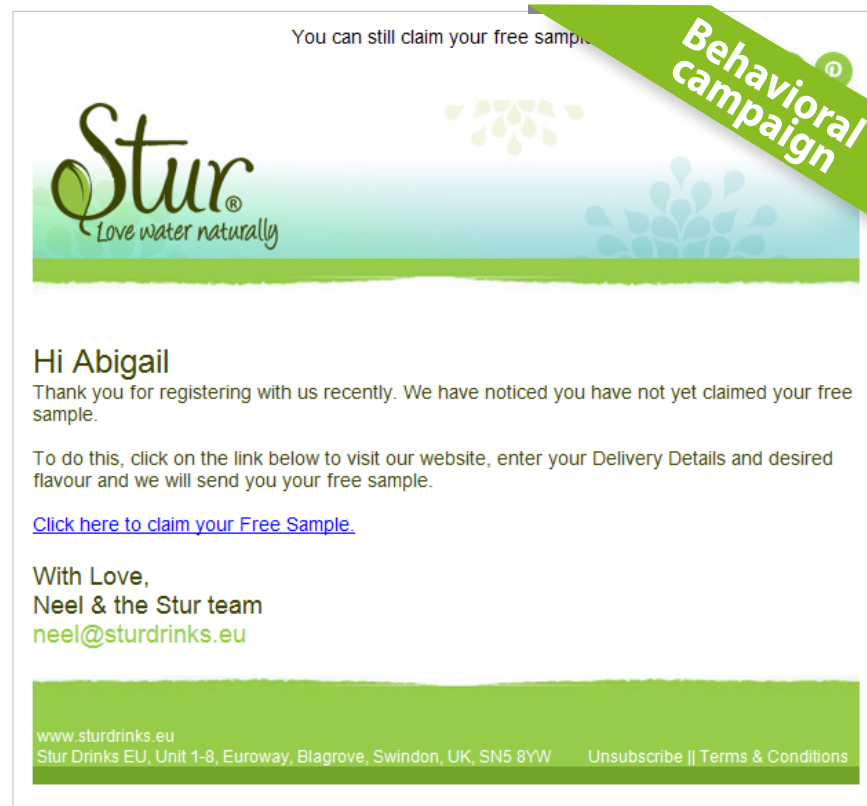


Driving customers to sample Stur's products with email automation

Don't forget your free sample!

toinfinity set up an automated campaign targeting new Stur email subscribers who hadn't redeemed their free sample within three days. With a clear goal, the campaign is simple and to the point, using a distraction-free design, short copy and a single call-to-action.

The timeliness of the offer meant the email was relevant at a time when new subscribers are most interested in hearing from the brand. That's probably why the campaign achieved fantastic results: a 72% open-rate and 93% click-to-open rate. What's more, 99% of those clicks were directed towards redeeming the offer.



Results:

Open: 72%

Click: 93% of opened

#3

Future

Innovative, personalized, automated – how one campaign ticks all the boxes

[First name], quick poll: what will you be watching tonight?

When Future Publishing wanted to promote the new MyFavouriteMagazines film and TV guides, they ditched the batch and blast approach in favour of one to one communication.

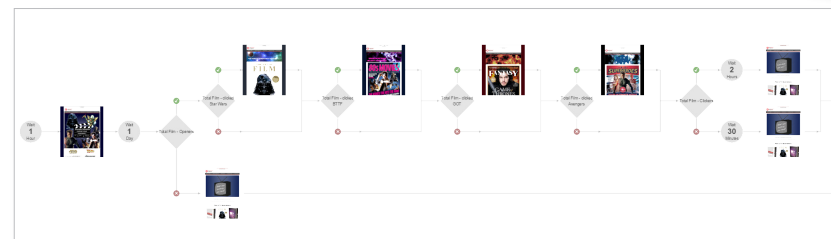
They sent an initial campaign asking their audience to choose one of four options with just one click. The email also contained a personalized Director's clapper board with the first name of the recipient.

This initial campaign was the trigger for a bigger automation program. The program looks at which option the recipient clicked on to filter them through to the associated email campaign promoting that particular guide.

With an innovative approach, the help of automation and a truly one-to-one communication focus, MyFavouriteMagazines achieved a great click-to-open rate of 30% across the program, with the individual guide emails getting a remarkable 71% average open rate!



Results:
Initial campaign: 20% open rate
Triggered follow-up: 71% average open rate





Transactional data helps Harrod Horticultural achieve a 47% click-to-sale rate

It's time to buy Nemaslug

As a retailer of gardening equipment and supplies, seasonal trends are key to Harrod Horticultural's business. By importing their transactional data into MessageFocus, they were able to segment customers based on previous purchases, and target them with replenishment offers.

Thanks to the slug nematodes replenishment email, Harrod Horticultural have seen a fantastic 50% increase in sales (year on year) of the product Nemaslug. In April, this email received an outstanding click-to-sale rate of 47%, and has become their best performing conversion campaign based on purchase history.

As this email triggers automatically every day with no manual intervention, it brings additional revenue without putting more strain on their marketing resources.



Transactional data

02 5300

Harrod HORTICULTURAL

ALL CATEGORIES RAISED BEDS & PLANTERS FRUIT CAGES NETTING & PROTECTION

It's time . . .

To tackle those pesky Slugs

Nemaslug Natural slug killer

Fast and effective natural control
Compatible with organic gardening
Easy to use, just add water
Safe for children, pets, wildlife, earthworms and bees

BASF

Believe it or not, it is that time of year again. We know you ordered Nemaslug this time last year, and as it is such a useful product we wanted to make sure you didn't forget to order it again so that you can enjoy the invaluable benefits it brings to the garden.

Re-ordering this popular product is easy, just [click here](#) or on the banner above, and it will take you straight to our Nemaslug and all you then need to do is add it to your basket and checkout. We look forward to seeing you at www.harrodhorticultural.com again very soon.

DESIGN & MANUFACTURE 19 54

Proud to be endorsed by Royal Horticultural Society

RHS CHELSEA GARDEN PRODUCT OF THE YEAR 2014 WINNER

Harrod Horticultural, 1-3 Pinbush Road, Lowestoft, Suffolk, England, NR33 7NL. Registered no. 104 8573 75.

If you do not wish to receive further emails from us, please [click here](#).

PAYMENT Safe and secure



Results:
Open: 45%
50% increase in sales year on year



Campaign
of the year



Media 10 build an ever-improving newsletter
by placing email testing at its core

World's longest tunnel on the horizon for Highways England | Construction Buzz #42

This campaign is one of the weekly newsletters which Media 10 have launched for UK Construction Week, the biggest construction trade event in the UK.

The Media 10 marketing team knew that only by analyzing the behavior of their subscribers would they understand what is of real interest to them, so they placed testing and improvement at the heart of the email strategy. By using Adestra's extensive reporting capabilities they:

- analyzed the optimum send time
- segmented the campaign for engaged and un-engaged contacts to tailor content
- tested if placement of content affects engagement
- tested a new section in their newsletter

The result of this strategy is that they have increased open-rates, learnt more about their audience and doubled their click-through rate.

