

Case Study

C+D boost advertising revenue by 29% as a result of improved engagement

Brand:

Chemist and Druggist (C+D)

Industry:

Publishing

Objective:

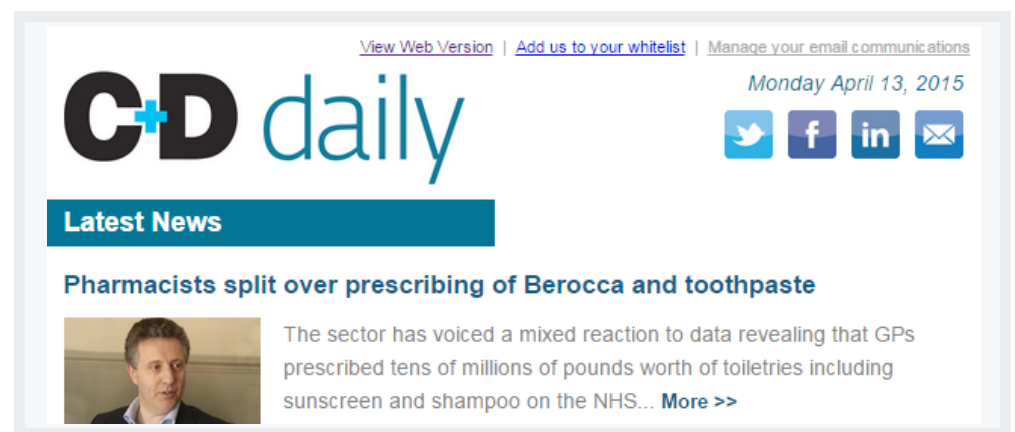
Increase engagement rates of their three newsletters, to be able to secure future advertising placements

The Result:

29%
Uplift in advertising revenue

32%
average open rate

The C+D marketing team were concerned about decreasing engagement rates across their newsletter portfolio. In fact, a significant proportion of their database had not opened or clicked for some time. However, they managed to turn this around with engagement-boosting strategies, which resulted in increased advertising revenue, active subscribers, and engagement rates.



Who?

Chemist and Druggist (C+D) is a multimedia publisher aimed at the pharmaceutical community in the UK. They are at the forefront of providing the latest news to people working in this sector, informing and supporting them since 1859 in both print and digital channels.

The Challenge


A disengaged database was of serious concern to C+D because:

1. Advertisers select C+D for their targeted audience of UK Pharmacists, as 78% of all active community pharmacists are registered with them. However, if subscribers are not engaging with C+D content, it makes it difficult to attract high quality advertisers and securing repeat bookings.
2. Repeated mailing of disengaged email addresses can affect the chances of getting through to the inbox.

A strategy was needed urgently to turn around the decline, and deliver healthy and sustainable engagement metrics to protect these revenue streams.



Re-engagement Strategy



We miss you!
Check out some of the great things that are happening on C+D!

We notice you've not opened a C+D Daily newsletter in a while. We hope it's not something we've done!

We'd love you to take a look at some of the great things we send out daily.


Here's a reminder of some of things you're missing out on!

News


Breaking news is posted on the website and via the e-newsletters on a daily basis, keeping you up to date with what's happening in your industry.

[View the latest news here >](#)

CPD



First re-engagement email is sent to contacts who haven't opened or clicked in 6 months.



Are you missing out?
C+D provides the latest news to keep you up to speed with market changes


We notice you haven't opened your C+D Daily newsletter in a while. The C+D Daily provides you with regular updates to what's going on on the C+D site.

Don't miss out on the latest news and market changes, [see what's new today >>>](#)

Latest news and CPD

| | |
|---|---------------------------------------|
| Day Lewis passes 250th pharmacy milestone | SicNoMore |
| New chief pharmaceutical officer for Scotland | Dealing with urinary tract infections |
| Pfizer refreshes campaign to boost | Managing motion sickness |

If contacts don't engage with the first email within 7 days, they are sent a second one.



It's your last chance to stay connected

We've recently sent you two emails to see if you'd like to continue receiving C+D Daily newsletters as you haven't opened them in a while.


After this email you will be removed from the mailing list unless you click here.

But don't worry, you can always resubscribe to the emails at any time. Just [drop us an email](#) and we will reactivate your emails.

If you're having problems accessing the site, please email us data-uk@ubmlive.com

Social Media

Join C+D's social community and continue the conversation in our social media groups.



After another 7 days of inactivity, contacts are sent one last email asking them to confirm subscription. If they don't, they are automatically unsubscribed.

The Solution

The C+D email team rose to the challenge and tackled falling engagement on three fronts:

Design Optimisation

Using Adestra's *Heatmap Report*, the C+D team identified where readers clicked. They surveyed their engaged subscribers, and based on the findings, new designs were created and tested against the old ones.

Time of Day Testing

By carefully planning the editorial, and getting buy-in from colleagues to adjust their schedules, tests were performed over a 6 month period.

Re-engagement Strategy

Subscribers who are inactive for 6 months are automatically entered into a re-engagement program consisting of three campaigns. Subscribers who re-engage are returned to the active list, those who don't are unsubscribed. These emails continue to run in the background with minimal resource to maintain.

The Result

C+D have seen great results from the combination of these engagement-boosting strategies:

29%
uplift in advertising
revenue

32%
average open rate

In addition, the active subscriber base increased by 15%, and the new template design achieved an average CTOR of 28% (3% uplift compared to the old template). To maximize engagement, successive tests revealed 3pm to be the optimal send time for their audience.

About Adestra

We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we're not just Software as a Service, we're Software AND a Service.

Are you not getting the desired engagement in your emails?

Each company is unique, so we take a proactive approach in understanding your background and needs when we evaluate the possible solutions. Get in touch today to see how we can help you achieve your marketing goals.