

“I don’t use the phrase “partner” often when it comes to describing vendors, but with Sailthru it’s what they truly are to us. The tech is strong, but the **partnership is game-changing.**”



Garrett Bewkes,
Head Publisher



Setting a New Standard for Customer Success

How Sailthru and National Review partnered to transform its email marketing, resulting in:

+387%

increase in pageviews per
thousand emails sent

+142%

increase in
clickthrough rates

+96%

increase in open rates

In early 2017, National Review brought on a new head publisher, Garrett Bewkes, to bring the brand digital-first and overhaul any product that wasn’t ensuring the publication’s profitability. He began his mission with the product he felt would prove most vital to the brand’s future success, the email program.

Our team took a deep dive into NR’s audience and evaluated every email template, engagement metric, conversion rate and more to develop a series of recommendations. Together, with the National Review team, we brought its email program from below benchmarks to overperforming on engagement goals.

Our Shared Goals:

- Improve email engagement across all KPIs
- Increase pageviews to grow advertising dollars
- Decrease opt-outs
- Become more strategic and data-driven

Transforming an entire email program from acquisition through retention takes the coordination of multiple teams and resources. Here's a look at the key milestones our teams work together to achieve.

1

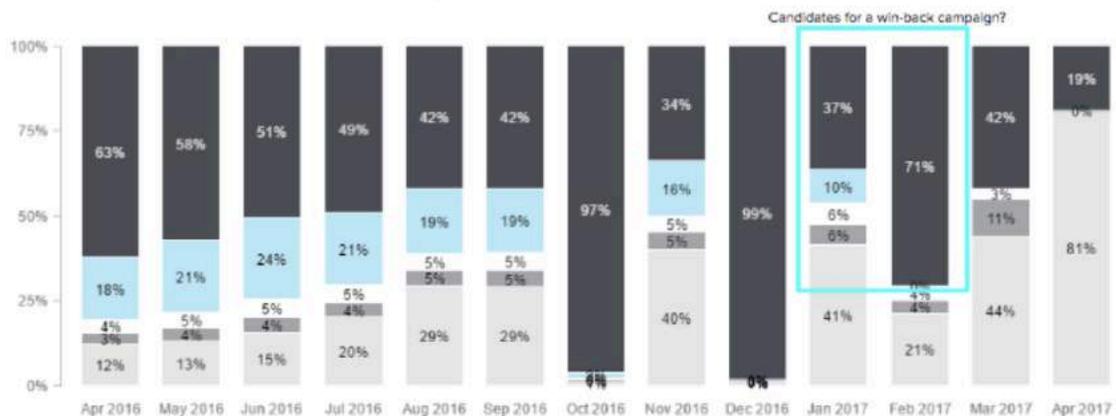
KEY MILESTONE #1

Strategic Business Review

In May 2017, the Sailthru team presented strategic recommendations and tactical optimizations to NR during an extensive strategic business review (SBR). Sailthru clients receive a SBR on an annual basis, with Sailthru's Strategy & Optimization team spending upwards of 80 hours in data analysis to diagnose challenges and identify opportunities.

Following the SBR, Sailthru created a roadmap with Bewke's team for what changes and tests will take place and when prioritized based on anticipated impact and intensity of work. Between May 2017 to February 2018, Sailthru's team was able to implement and coach NR through the roadmap of changes, and the results exceeded expectations.

This sample cohort report is one of hundreds of cohort reports our team views to develop recommendations for our client's programs.



2

KEY MILESTONE #2

Segmentation Based on Engagement Level

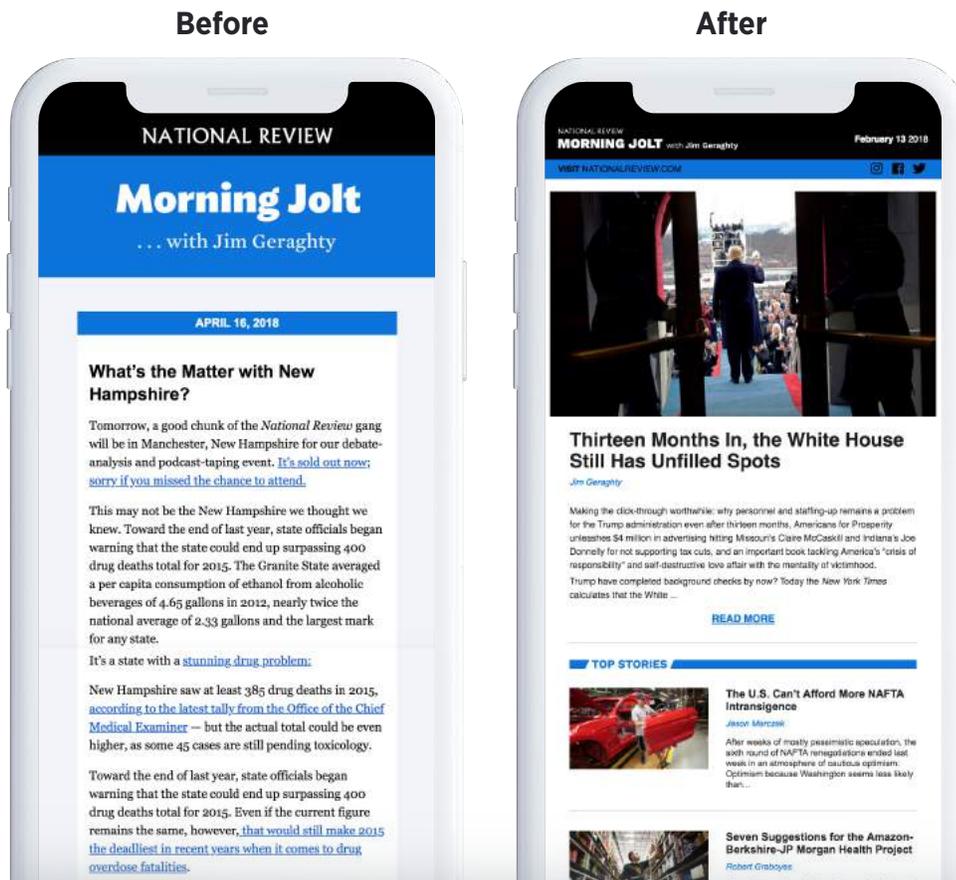
National Review's send volumes were high, with an unhealthy portion of traffic disengaged and unsustainable opt-out rates. Our Customer Success team tapped into the expertise of our market-leading Deliverability team to develop a suppression strategy for what audiences would receive email and when — and those that needed a break to prevent from opting out. With proactive monitoring, opt-outs stabilized and steadily decreased, while engagement began to rise.

3

KEY MILESTONE #3

Re-formatting Templates for Maximizing Pageviews

Most of National Review's email templates, especially its most popular ones, were formatted so that all content was inside the email itself, rather than driving users to the website. While this can be an effective tactic for certain newsletters, for most ad-driven publications it's a miss on revenue. We helped NR reformat and test all email templates so that a) they follow standard email best practices b) they still provide an excellent, informative experience for readers and c) they are optimized for generating pageviews.



4

KEY MILESTONE #4

Decrease in Send Volume to Mitigate Churn

In addition to ensuring at-risk users were not sent too much mail, the Sailthru team found an opportunity to consolidate National Review's Saturday and Sunday newsletter editions based on historical engagement. By testing this consolidation strategy alongside segmentation based on engagement, National Review decreased overall send volume significantly while increasing engagement and decreasing opt-outs. Sometimes less is more, and while many email service providers simply look to find ways for clients to send more so that they pay more, Sailthru's point of view is that our clients' successes drive our own.

5

KEY MILESTONE #5

Personalized, Dynamic Content Recommendations

This is when National Review made the biggest leap in embracing a modern approach to email marketing. Rather than hand curated emails, the team tested Sailthru’s automated personalization capabilities across a number of newsletters. Our team recommended that they use a mix of recommended and curated content to strike the right balance of editorial control and algorithmic personalization across email products. The brand’s flagship “National Review Daily” newsletter, however, is decked out in personalization. Featuring fully dynamic, personalized content that utilizes each user’s historical and behavioral data, the template automatically populates the top stories of the moment and evergreen articles that user is most likely to click on. The National Review team also leveraged Sailthru’s dynamic scripting language to automatically pull in the subject line based on the stories received by every individual. This decreased the burden on the marketing team, while also improving the overall customer experience and supercharging email-to-site conversion rates.



Dynamically populated subject line

Personalized send time to every reader when they’re most likely to open and click

Featured story is personalized based on a reader’s interests and behaviors

Top stories are also personalized for readers throughout the email template

6

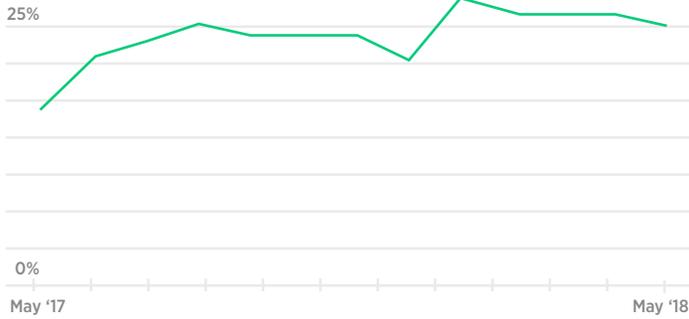
KEY MILESTONE #6

Business Checkpoint

While our annual SBR laid the foundation for the strategies listed above, optimization of any program requires consistent data review and continued tweaking. In addition to weekly client meetings, the Sailthru team provided a mid-year Business Checkpoint to realign on National Review’s broader business goals and email performance to date to determine if any shifts to the strategic roadmap for collaboration were required.

+142%

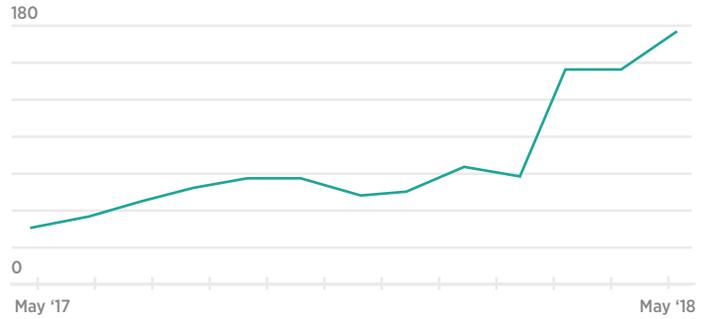
increase in clickthrough rates year-over-year



Clickthrough Rate

+387%

increase in PVM year-over-year



Pageviews per Thousands Emails Sent (PVM)

BEFORE

AFTER

Sailthru's Strategic Guidance

Little to no personalization, segmentation or automation in email



Personalized and dynamically populated content in newsletters, as well as segmentation of lists based on engagement levels

Batch-and-blast email delivery



Emails sent with Personalized Send Time so each reader receives email when they are most likely to open

Email templates formatted without adherence to best practices



All email templates reformatted and optimized for engagement and pageview generation

Unregulated email cadence



Using engagement data, send volume was able to decrease while maximizing engagement and decreasing opt-outs

Email program performing below benchmarks with little data-driven decisions being made to program



Email KPIs well above benchmarks and quarterly business checkpoints to stay on top of data and incremental adjustments needed to sustain growth

“Before working closely with Sailthru, our organization was leaving money on the table. Our Customer Success Manager, **Lucy**, was an invaluable extension of our internal team, helping us to prioritize and manage the strategic optimizations to our email program. The impact to our KPIs was sustained over time and we continue to improve our products, program, and performance.”



Jarreau Weber, *Director of Product and Audience Development*

The Sailthru Customer Success Team



Lucy Vallejo-Anderson,
Senior Customer
Success Manager

Lucy is an enterprise specialist that manages Sailthru’s relationship with some of the largest media, entertainment, and publishing organizations in the world. She monitors day-to-day performance and ensures that long-term goals are being met, reset, and managed.



Shiven Samant,
Senior Optimization
Analyst

Shiven is an expert in data analysis and ensures that Sailthru client performance is measured against our internal benchmarks. Through the use of multiple business intelligence tools, Shiven led the development of the Strategic Business Review that kicked off the relaunch of National Reviews email products and program.



Ellen Terchila,
Director of Customer Success
Sailthru Support

With 15 years of experience in technology consulting and leadership, Ellen brought senior level guidance to the work being performed by the Sailthru team for National Review. Her role in NR’s success was to be sure the right resources were in the right place at the right time.



Sailthru Support

When you call, this team always answers. Our Support Engineers do far more than simply point a client to documentation, they work to solve for every client use case regardless of complexity, 24 hours a day, 7 days a week.



Sailthru Deliverability

Our in-house deliverability team proactively monitors all client sends to ensure high quality delivery performance. The team provides proactive recommendations to ensure best practices are followed and that brands are striking the right balance of promotion and high quality customer experiences.

SAILTHRU

About Sailthru

Sailthru helps modern marketers acquire, grow, and retain customers. With upwards of 3Bn global consumer profiles under management, Sailthru's powerful suite of connected capabilities – including high-performance email, onsite personalization, mobile marketing automation, and unique integrations powering new customer acquisition – drives higher revenue, improves customer lifetime value and reduces churn.



The fastest-growing media enterprises trust Sailthru

BUSINESS
INSIDER

HEARST

(I) INVESTOPEDIA

Mashable

theblaze

NEW YORK

Aol.

.dash

San Francisco
Chronicle



To see Sailthru in action, contact us at 877.812.8689

or visit Sailthru.com for more information