

Driving engagement through email marketing

The global email service provider Adestra has been providing enterprise-level digital marketing technology solutions to organisations around the globe since 2004. The company enjoys a great reputation in the charity sector, in particular, with clients in this industry including NSPCC, Oxfam, The Blue Cross and more. Henry Smith, Managing Director at Adestra, highlights how they've helped Prostate Cancer UK, the UK's leading men's health charity, with their engagement strategy.

Adestra was founded on the principle that marketing success takes more than great technology. In recent years, the company has grown its customer base, expanded the breadth of its platform and service offering, and broadened its geographic scope to include the North America and Asia Pacific regions. Adestra's proprietary industry-leading email platform has evolved to provide a powerful infrastructure for marketing automation and contextual messaging, helping marketers communicate more effectively and in a personal way with their customers and subscribers. A flexible structure and open integration architecture allows businesses to

connect disparate technology platforms to create a seamless customer journey.

Adestra's technology is trusted by top companies including UBM, FranklinCovey, Incisive Media and The London Symphony Orchestra, among others. Charity organisations such as Parkinson's UK use Adestra to increase engagement with their cause, with targeted emails, while Prostate Cancer UK recently adopted the technology to streamline the creative process and enable up to ten editors to create campaigns in a flexible and robust way. This has freed time to work on marketing strategy. The data integration

has also allowed them to synchronise records, ensuring subscribers' preferences are automatically updated across systems. With conversion tracking, web analytics and data integrations under way, the organisation can now focus more on potential automation programs and optimising the donor and supporter journeys. Prostate Cancer UK selected Adestra over others because it offers flexible integration with other systems, especially with the campaign analysis platform FastStats, and generally because it enjoys a great reputation in the charity sector.

"We're dedicated to extending our global operations even further, and continue investing in all our customers' success," says Mr. Smith. "We believe in 'incremental innovation', the ability to improve and innovate across every aspect of how you engage customers. As such, we continuously invest in our software, service and awesome team to continue this momentum so that our clients can approach their marketing strategy in the same way with the great results. The award-winning service on which we pride ourselves is in a position to continue growing too; our average customer satisfaction rate already stands at an impressive 98.1%, and we're keen to bring that even higher!"



Adestra

Website: www.adestra.com