

2022

SUCCESS STORY

**How Cahaba Media Group
is Reducing Newsletter Churn
Through Implementing an Automated
Re-Engagement Process**



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Project Background

List churn (the percentage of subscribers who leave a list during a specified timeframe) is a natural part of every audience. If left unchecked it can slowly take over an audience list, leading to poor engagement, a decline in deliverability, and removal from primary inbox placement.

Addressing audience churn to extend a reader's lifespan will not only provide more value in the long term, it can also positively impact your overall email engagement.

This success story outlines how Cahaba Media Group took an aggressive approach to re-engagement, implementing an automated process that targeted nearly-churned contacts to revitalize their engagement and retain them as active subscribers.



Goals

Cahaba's goal was twofold: they wanted to actively clean out unengaged subscribers in order to maintain their engagement metrics and sending status, and they also wanted to nurture their unengaged subscribers to retain a percentage of them as active subscribers.

The key to this multi-faceted campaign? Automation. By leveraging Omeda's suite of engagement tools, Cahaba designed an automatic workflow that could continuously identify records at risk of churn, pass them over to a customized re-engagement campaign, and then mark them at the end for further processing, email marketing activity, demographics, and more. Omeda's robust CDP contributed to the success of this project. The goal of a CDP is to collect, unify, and structure audience data in real-time, providing a centralized and personalized profile for individual audience members.



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Process | The Omeda Solution

There were 4 parts to this process that Cahaba set up in order to run their campaigns automatically.

- 1 They defined their 'unengaged subscriber' as someone who had received a set number of emails within a certain timeframe, but hadn't opened any of them (e.g. 120 daily emails in the last 6 months).
- 2 Next, they designed a re-engagement campaign for each one of their newsletters with a series of email prompts spread out over one month. The content ranged from reintroducing the product to gently prompting readers to choose to stay on the list or take themselves off. These were set up in Omeda's Marketing Automation tool, Odyssey. This cycle ran continuously, pulling in new unengaged subscribers weekly.
- 3 The Odyssey Export element was leveraged to pass unengaged contacts who didn't engage during the voyage over to Data Loader, Omeda's data processing tool. These records were processed weekly and automatically moved to the suspended product class with a special identifier so they could be retargeted in

subsequent campaigns. This helped keep their lists clean and remove old and unengaged records before they had a negative impact.

- 4 Lastly, Cahaba monitored the suspended records and had a weekly automatic process run to identify suspended records that had re-engaged with email content. These records were added back as Active and rejoined the subscriber pool.

"Subscriber retention and the health of our email list are paramount for the success of our newsletters—so finding ways to reduce churn and re-engage subscribers is key. Creating Odyssey voyages to handle it automatically supports our company goals and helps us stay focused on providing the best experience possible for our audience."

- Terri M. Creative Director,
Cahaba Media Group



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Success

Since launching this re-engagement process, Cahaba has enjoyed some impressive results:

- Reduced churn from unengaged subscribers by over 11% for each of their newsletter products
 - Reactivated more than 3% of suspended records who re-engaged with emails after they had been removed
 - Recorded an average open rate of 14% for records reinstated onto their lists
- *What is the best way to manage your unengaged contacts? Can you automatically remove records that fail to meet criteria to maintain deliverability and engagement?*
 - *What are key milestones in the re-engagement process? How many emails will you send? What, if any, will the call to action be?*

CTA

If you are looking to reduce email churn through automatic processes, here are some things you will need to consider:

- *How do you define reader engagement? What criteria should a record meet to be considered unengaged?*

A Note on Apple Mail's Recent Changes

While email opens are still a good metric, it's important to monitor your reports for any noticeable changes in open rates and you can also consider additional engagement metrics such as clicks, website visits, form submits, etc. For more information on Apple's Mail Privacy Protection, check out our recent blog post and subscribe to our newsletter for the latest updates.

Looking for more strategic assistance? Please reach out to your Client Success Manager or contact us at sales@omeda.com to learn more about how our CODiE Award winning solution can work for you!