

e-shot™ CASE STUDY

Leading B2B publisher uses e-shot™ to manage communication complexity, frequency and volume



www.metropolis.co.uk

“I would definitely recommend e-shot™, and indeed already have! Their service and support is second to none and our dedicated account manager works closely with us to help us optimise our use of the functions and features.”

LAZ TYREKIDIS, DIGITAL MARKETING & AUDIENCE DIRECTOR, BUSINESS MEDIA

PROFESSIONAL VARIED COMMUNICATIONS FROM MORE THAN 20 B2B BRANDS

Metropolis International is a fast growing group, established in 1994, that specialises in business & consumer media and discount & loyalty programmes. It employs 300 people and has offices in West London, Croydon, Bolton, Dublin, Chester and New York. Using e-shot™ to manage email communications for more than 20 brands, with send frequency varying from weekly, monthly, ad hoc and even daily update campaigns, Metropolis send more than 6 million emails per month.

CHALLENGES

Metropolis email communications cover a range of B2B media brands and each brand communicates with their audience for a number of purposes; from newsletters and editorial updates, event and award promotion, engagement and even revenue generation through solus mailings for partners. Ensuring clarity and management of campaigns was crucial. Reporting and deliverability are also critical, both to consistently improve campaign effectiveness, but also to demonstrate ROI for solus mail customers.



The platform lets us easily pursue our marketing objectives and the team are really open to our development suggestions and often include them in their roadmap.

LAZ TYREKIDIS, DIGITAL MARKETING AND AUDIENCE DIRECTOR, BUSINESS MEDIA

HOW E-SHOT™ HELPED

By utilising a structure of sub accounts and with the support of their dedicated account manager who is always on hand to help, the partnership with e-shot™ has helped Metropolis improve deliverability and increase engagement across all their titles. Currently approx. 10% of their website traffic is directly attributable to their email activity.

As a small team of email marketers working across a number of titles, ease of use and speed to create campaigns is really important. However, the most time-saving and efficient solution is to maximise automated series. By using automated series to take trial users through the journey towards activating a full subscription, a complex series of emails takes minimal operational time. Simply needing ongoing evaluation and maintenance.

Email communications are also critical for event management and promotion. As the primary promotion channel email is directly responsible for the majority of bookings.

RESULTS, ROI AND THE FUTURE

Building on the advanced features of e-shot™ the Metropolis team are looking to increase their use of automation, due to the demonstrated time and efficiency savings that can be achieved.

Using different automation series campaigns and replicating strategic campaigns across brands, utilising the learnings and best practices across the group, Metropolis email communications will continue to go from strength to strength.

ABOUT FORFRONT

Forfront makes it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more. Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms, while e-shot™ has over 1800 users.



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