

Case Study //

Using the MessageFocus Approval System to improve efficiency and email quality

**Client**

Dennis Publishing

Challenge

Sign-off co-ordination

Result

Quality and efficient email

With email volumes increasing and marketing departments having less time and resource, email marketing performance and effectiveness becomes more and more important. With the importance of email marketing comes the importance of quality.

Dennis Publishing employ a busy subscriptions team, sending on average 10 subscription builder emails a week. With a high demand on their time, coordinating sign off from internal stakeholders was proving time consuming and was not always possible.

The Solution

The MessageFocus Approval System allows our clients to control and record the sign off process for email campaigns. This can be used both internally and with 3rd parties who do not have access to MessageFocus.

It works by sending an approval copy of the email to the nominated email addresses. This email can then be approved / rejected by the approval recipient. Feedback comments can also be added which can be accessed with the Campaign in MessageFocus.

"The MessageFocus Approval system has made a real difference to help ensure the quality of our emails. Working in a large organisation, it can be difficult to get all stakeholders to approve an email prior to launch but the Approval is an automated way of doing this, making sure an email is checked before it is sent out."

PB, Marketing Executive, Dennis Publishing

The Results

The MessageFocus Approval System has helped the subscriptions team to ensure the quality of their emails.

Notifications of accepted and rejected email campaigns are sent to those involved in the approval process as well as higher level management.

The Lessons

Dennis Publishing use the MessageFocus Approval System for all of their subscription email campaigns.

The simple process of approval as part of campaign set-up ensures all marketers are sending with confidence from the newest employee to the most experienced marketer.

The Approval System evolves with Dennis. Simple user and approver controls ensure there will never to a requirement for forwarding seeds tests for sign-off.

About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively actioned by your target customers. Adestra works with companies such as Tiscali, Dennis Publishing, Help the Aged and BBC Shop. For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit www.adestra.com or call 01865 242425.