

FOOD REVIEW AND RECIPE PLATFORM BOOSTS EMAIL ENGAGEMENT BY 2.5X USING ZETAHUB

About:

With millions of pageviews a month and an active community to boast, the food review and recipe platform is an undisputed leader in food media. It produces videos, recipes, restaurant recommendations, and more. It's message boards cover everything from cookware to kosher food.

CHALLENGES:

- » Like most digital media brands of today, the platform wanted to increase engagement with its users. Along with reducing the time it took to create newsletters, its also wanted to turn more subscribers into engaged, loyal readers.

RESULTS:

- » Total emails sent: 1.2 M+
- » Increase in open rate: 28%
- » Growth in click rate: 150%

SOLUTION:

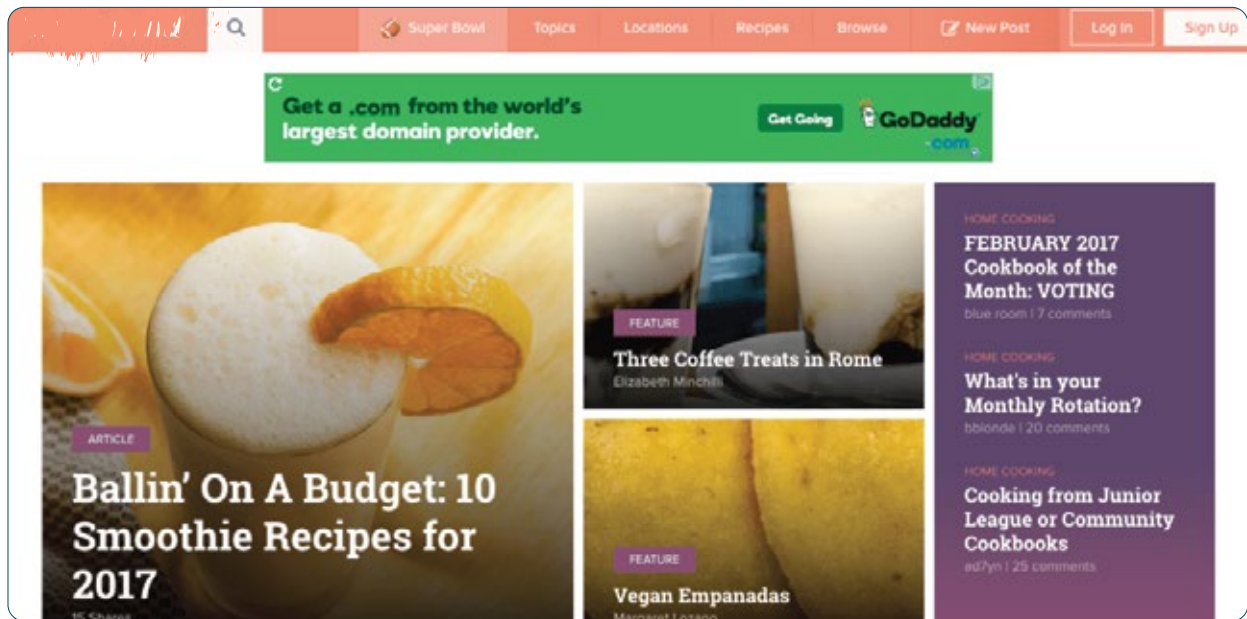
- » Machine learning backed platform to create unique and relevant email for individual users of the platform, based on their interests.

 **1.2M+**
Total emails sent

 **28%**
Static Emails CTOR

 **150%**
Growth in click rate

Case Study



METHODOLOGY

The platform personalized its emails with ZetaHub's machine learning technology, which uses a deep understanding of its users and content to send each subscriber a unique, relevant email.



The Director of Product of the platform, shares his experience of working with Zetahub:

Before ZetaHub, our small editorial team was scrambling to curate weekly newsletters in four different regions and we weren't seeing the results we wanted. With ZetaHub, we can be mostly hands off and let the software do all of the hard work.

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.