

Case Study

NEWS ORGANIZATION SENDS PERSONALIZED NEWSLETTERS TO OVER **100K SUBSCRIBERS** USING ZETAHUB

About:

The 24-hour operational news organization focuses on local news in the US state of Alabama. Its website receives close to 1.6M views and is the online portal Alabamians look to for news on politics, sport, faith, culture and more. It also has an online TV channel that offers users video content revolving around the goings on in the southern state.

CHALLENGES:

- » The marketing team at the organization was initially sending the same content to all of their 100K subscribers in their daily newsletter. Creating this newsletter and piecing together related content was a 30 minute task for the head editor.
- » The team wanted a more efficient, personal way to send the daily newsletter and to include recommended content in it. The newsletter along with their social efforts were driving close to 1.6M views to their website.

SOLUTION:

- » ZetaHub's machine learning technology for content personalization based on user interests and online behaviors.

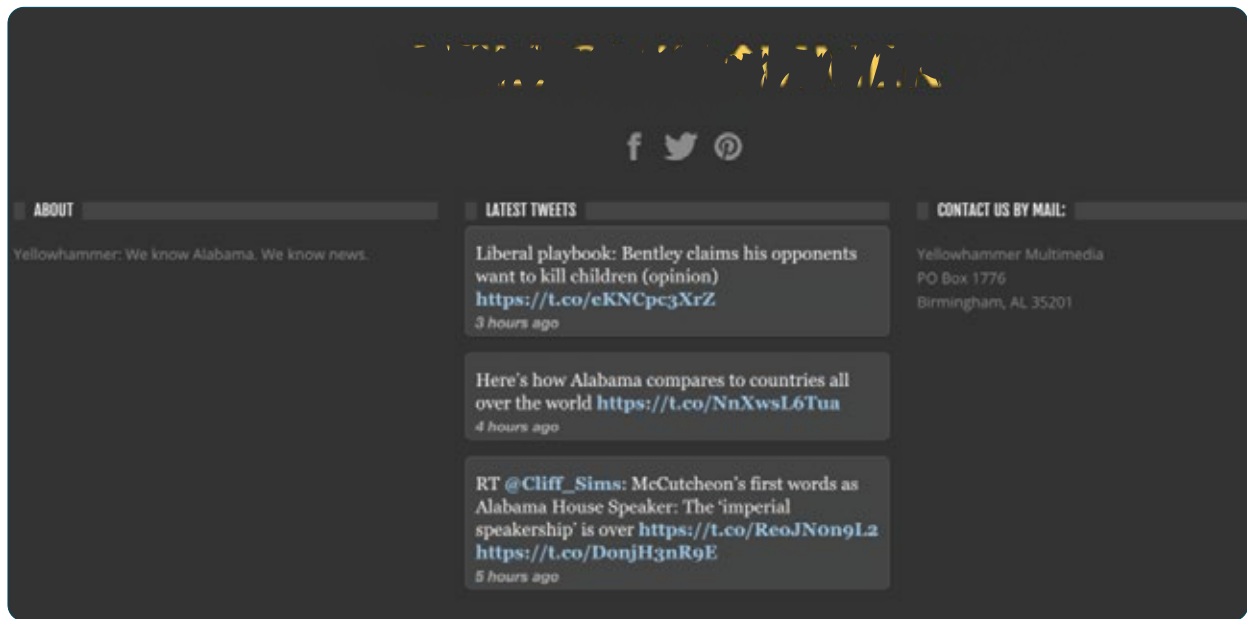
RESULTS:

- » All the 100K+ subscribers now receive personalised newsletters based on their prior engagement levels and interests.



100K +
Subscribers

Case Study



METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the news organizations website visitors to create unique, personalized emails for every user. The marketing team of the company just had to create email newsletter templates, which were then populated with custom content for each app user based on their website usage.

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

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