

Case Study

ONLINE BIKE REVIEW PLATFORM DOUBLES ITS WEB TRAFFIC FROM EMAIL USING ZETAHUB

About:

The online magazine tests and reviews the latest mountain bikes for you. It also suggests great trails, workouts and gear to feed your biking addiction.

CHALLENGES:

- » The platform's primary goal was to offer more relevant, personalized content and ads to its website visitors and email subscribers. After deciding to move from MailChimp two years ago, it wanted to work with a partner to increase automation and save time for the team.

SOLUTION:

- » ZetaHub's predictive analytics for content personalization based on user interests and online behaviors.

RESULTS:

- » Total emails sent: 300 K+
- » Static Emails CTOR: 10%
- » Personalized Emails CTOR: 15%
- » Personalization Lift: 56%



300K+
Total emails sent



10%
Static Emails CTOR



56%
Personalization lift:

METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the platform's users to create unique, personalized emails for every website visitor.



The Web Director at the platform shares his thoughts on using ZetaHub: Partnering with ZetaHub has allowed us to send messages and content to our users based on what they show the most interest in, and offer premium, personalized ad spots to our customers.

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.