

Case Study

AN ONLINE EVENT DISCOVERY APP INCREASES EMAIL CLICK-THROUGH RATE 3X WITH PERSONALIZATION

About:

The event discovery app helps users find new and unique events in San Francisco. It provides two main services: (1) an invite-only membership that gets members complimentary tickets to events; and (2) an event guide to your city's coolest underground events and experiences.

CHALLENGES:

- » The company wanted a solution which could automate their email campaigns and grow user engagement.
- » They wanted to provide each reader a unique, tailored experience, even with emails.

RESULTS:

- » Total emails sent: 19 Million+
- » Email Open Rate: 10.7%
- » Personalization lift: 200%

SOLUTION:

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



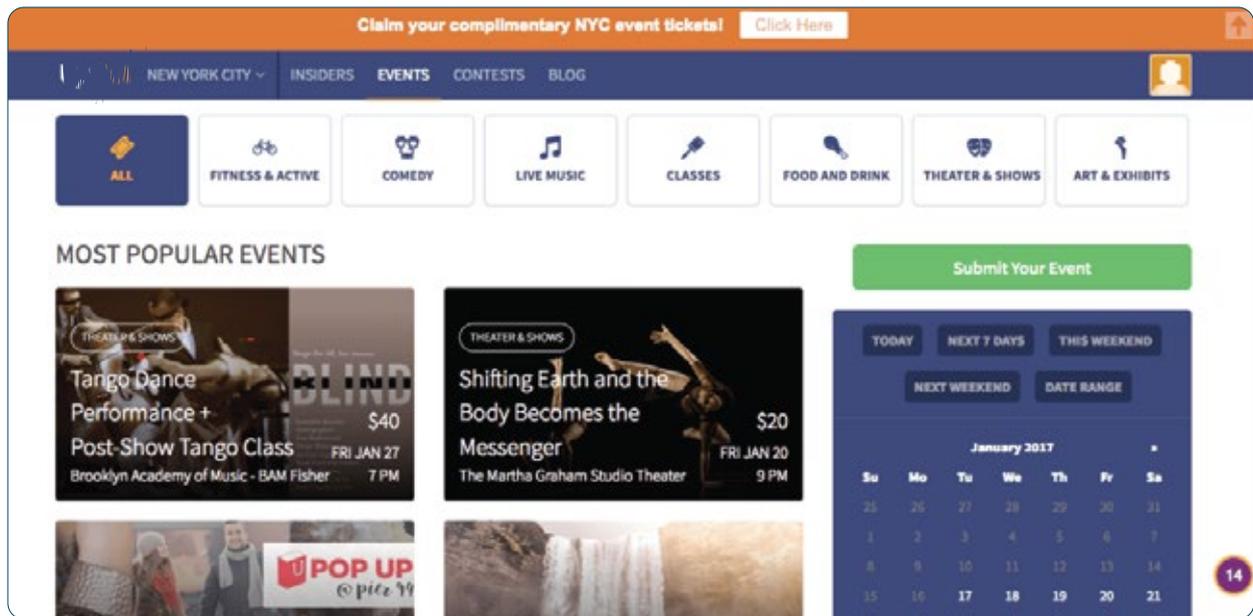
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METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the app's users 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 app usage.



The company's Chief Product Officer, shares his thoughts:

Email is not dead. Even in a mobile-first world, email is still a huge part of our engagement strategy. And truthfully, email is mobile. Over 60% of our emails are opened on a mobile device, which results in traffic to our mobile website and app. ZetaHub has taken things one step further by bringing in personalized content to each of our users, so we can engage each user even when they don't directly open our app or website.

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.