

MyHeritage Case Study

Global social networking site enhances services with improved email delivery, personalisation and visibility



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Saar Kagan
Marketing Manager
MyHeritage



MyHeritage
Bnei Atarot, Israel
www.myheritage.com

Industry
Social Networking/Genealogy

Site Members
26 million

Return on Investment
> Reduced cost of email delivery
> Increased efficiency of support infrastructure
> New revenue streams

Key Benefits
> Creation of new member services
> Improved customer satisfaction levels
> Enhanced email deliverability
> Scalability to accommodate business growth

Products & Services
> StrongMail® Message Studio
> StrongMail® Transactional Email Platform
> StrongDelivery Services
> StrongDelivery Tools

Integrated Business Assets
> MySQL

MyHeritage is a social networking site for families that helps relatives across the world stay in touch and share memories and experiences – while also discovering more about their ancestry. The site offers members the chance to build their own family tree and create a private and secure website. It also enables members to join an online community of over 26 million who share a common interest in building closer family ties and studying genealogy, whether professionally or as amateurs.

Keeping in Touch

MyHeritage's business is all about keeping people connected, regardless of their location. Therefore, email is the company's most important communications tool – using it to welcome new users, send customer administration queries (such as password reminder requests), and power member-to-member messages. As one of the world's leading social networking sites, the company's executives were aware that email and electronic content delivery solutions were evolving rapidly and that they needed to make a decision about upgrading their current homegrown solution in order to keep ahead of the competition.

Of particular concern was the company's existing email delivery system, which was unable to notify the marketing department about email bounces or undelivered customer emails, or provide detailed insight into how members responded to emails. In addition, the system didn't support delivery of personalised email communications, which is key to attracting and retaining customers.

Change of Address

The urgency behind finding a replacement increased when MyHeritage moved the location of its email servers and gave each a new IP address. Saar Kagan, marketing manager, for MyHeritage explains: "Every IP address has a 'credit rating' assigned by ISPs, which is built up over time and decided by a company's email delivery policies. When we changed the IP address of our outbound email servers, all that history and good reputation was lost."

It was at this point that MyHeritage's executives discovered StrongMail's on-premise email marketing solution. It offered much better control, higher deliverability levels, and an in-depth reporting functionality. Most importantly, StrongMail's email delivery tools, proactive deliverability services and Live Updates feature enabled MyHeritage to send emails in line with evolving ISP requirements and resolve any deliverability issues that might arise, which led to a quick restoration of the company's ISP 'credit rating' amongst the global ISP community.



About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit www.strongmail.com.

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Saar Kagan, Marketing Manager, MyHeritage

Once deployed, StrongMail's solution helped ensure customer emails were optimised for delivery, rather than being identified as spam, and relegated to junk folders. StrongMail achieves this optimisation by leveraging its in-house deliverability team, which works with ISPs around the world to understand their changing volume and content controls. This information is regularly fed back to the software that sits at the heart of StrongMail's solution, which applies the updated information to ensure maximum email deliverability.

Closer Ties

StrongMail has also enabled MyHeritage to personalise email-based member communications, including a new member registration process that is quick, friendly and welcoming. Saar Kagan notes that StrongMail's powerful targeting and dynamic content functionality allows MyHeritage to provide members with a tailored family newsletter each week: "This would have been almost impossible with our old system. We had all the data needed to create family-specific content, but couldn't extrapolate it without a great deal of manual work."

Another key benefit is that StrongMail's reporting function tracks the delivery of each message, recording all aspects of MyHeritage's email correspondence, from initial delivery status through user response and notification of bounced messages. Says Kagan: "In one instance, we were actually able to get in contact with a member, tell him that our emails to him were bouncing, and then explain how to fix the problem from his side. The response was awesome; the customer said that he'd never before received such a high level of customer service, and we'd far exceeded his expectations."

Getting the Right Balance

Saar Kagan notes that it's difficult to put a price on improvements to reputation and customer satisfaction delivered by StrongMail's solution. "We don't have to pay per message as we would do with an outsourced solution, and that alone saves us thousands each year. StrongMail also provides us with an additional layer of security, which we wouldn't have if we'd outsourced email delivery to an ESP or third-party supplier. We work with families, and we have an obligation to protect the data that members give us about themselves and their relatives. Keeping our email delivery system on site makes sure we maintain full control of exactly who has access to information provided by our members."

StrongMail has delivered a solution that has played a key role in helping MyHeritage achieve its short and longer-term online communications goals. With built in scalability, Kagan acknowledges that it should continue to do so far into the future. "That's something I'm really pleased about," he concludes. "The StrongMail team is professional, responsive and courteous at all times – and we've achieved great things for our business together. As such, we're in this with StrongMail for the long-term."

