

LiquidGeneration Case Study

LiquidGeneration Increases Click-Through Rates Nearly Threefold



"The speed of the mailings, and the accuracy of the reporting, unsubscribe processing and bounce-data has enabled us to target our mailings so cohesively that we frequently enjoy many multiples of industry standard open and click-through rates."

Simon Aloyts, CTO, LiquidGeneration



LiquidGeneration

Chicago, Illinois
www.liquidgeneration.com

Industry

Media & Entertainment

Employees

Less than 50

Return on Investment

- > Purged 400,000 bad email addresses
- > Eliminated 6 gigabytes of wasted bandwidth per week
- > Tripled click-through rates
- > Dramatic increase in business value and advertising rates

Key Benefits

- > Dramatic increase in deliverability
- > Efficient bounce/opt-out processing
- > Strengthened relationships with the top ISPs

Products & Services

- > StrongMail® Message Studio
- > StrongDelivery Services

Integrated Business Assets

- > Custom content management system
- > Oracle® databases

StrongMail® Dramatically Improves Tracking and Increases Business Value Through Effective Communication

LiquidGeneration is an entertainment company that specializes in connecting with 14-29 year-olds, the elusive and coveted young adult segment often referred to as "Generation Y." LiquidGeneration runs one of the most popular all-flash sites on the Internet, with over 5 million unique visitors per month and 2 million weekly newsletter subscribers.

Prior to implementing StrongMail, LiquidGeneration was using Microsoft's SMTP service, followed by their own custom-built MTA platform. Unfortunately, neither of these systems met LiquidGeneration's quickly-changing email needs for a variety of critical reasons.

Crucial Messaging Data Lost

At first, "we did not process any bounce data at all," recalled Simon Aloyts, Chief Technology Officer for LiquidGeneration. In addition, LiquidGeneration was not even tracking the individual delivery results. "Our average mailing was 33 gigabytes (15K average mail size X 2.2 Million mails), but we were unable to track what percentage of our emails were successfully delivered to valid addresses."

In fact, for approximately a year and a half, LiquidGeneration did not log any reliable statistics for delivery rates, open rates or bounces. As a result, they were unable to determine what portion of their list was bad email addresses, and could not tailor subsequent mailings accordingly. In short, Aloyts notes, "we continued wasting bandwidth and resources until we discovered StrongMail."

Why StrongMail?

LiquidGeneration needed a robust email platform that could not only dynamically personalize their outbound messaging, but also accurately process their crucial inbound messaging—especially bounces and unsubscribe requests—and keep their customer lists updated accordingly.

It was in this challenging business environment that LiquidGeneration first evaluated StrongMail, in May of 2003. The results were immediate and dramatic: "Within the first mailing," Aloyts recalls, "we purged 400,000 bad addresses (18% of total distribution)." In other words, for that year and a half prior to implementing StrongMail, nearly 6 gigabytes was wasted each week on mailings that had never been properly delivered.



About StrongMail Systems, Inc.

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email.

StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers that are optimized for maximum deliverability. In addition to providing superior control, security and integration capabilities, StrongMail's in-house approach offers companies a more powerful and cost-effective alternative to homegrown or hosted solutions.

Hundreds of companies worldwide rely on StrongMail's solutions to power their mission-critical customer communications. A Silicon Valley company, StrongMail is headquartered in Redwood City, CA, and is funded by Sequoia Capital, Evercore Partners, Globespan Capital Partners and DAG Ventures.

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

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Dramatic New Results

As a result of this successful evaluation, LiquidGeneration migrated all of their targeted outbound batch mailings completely over to StrongMail, and the company has been seeing remarkable delivery metrics ever since. Now, says Aloyts, "we frequently enjoy many multiples of industry standard open and click-through rates. StrongMail's tracking and bounce processing keeps our list current and accurate, enabling us to integrate our excellent clicks and opens into research, contests, giveaways and advertising." StrongMail increased LiquidGeneration's deliverability by strengthening a number of aspects of their business messaging process:

Increased Deliverability to Top ISPs

First, Aloyts notes, LiquidGeneration's mailings are no longer mistakenly filtered as spam by the top ISPs. "The entire market-research portion of our business depends on having a clean list and a mailer that is capable of getting past junk filters and connecting with research participants. The StrongMail team has been instrumental in fighting unwarranted junking of our mailings. With their tireless campaigning on our behalf, we see more delivery to the top ISPs than we could ever hope for with another provider."

Smart Bounce Management

Second, StrongMail enabled LiquidGeneration to ensure that their mailing lists were constantly scrubbed and updated by accurately integrating bounce reporting and opt-out requests. Now, Aloyts states, "we have a clean mailing list that gets scrubbed every week via the newsletter mailing."

Increased Customer Value

Third, StrongMail has drastically increased the entertainment value of LiquidGeneration's outbound messaging, and their customer base has clearly embraced the new system. LiquidGeneration has, in fact, moved from not tracking customer responses at all, to seeing a nearly threefold increase in click-throughs, from 12% in May of 2003 to 31% in October of 2004. In short, Aloyts points out, "we do have excellent clicks and opens. People are definitely getting the message and responding."

Premium Advertising and Market Research Revenue

Finally, StrongMail has directly increased the value of LiquidGeneration's business as a whole. "By enabling us to consistently and accurately reach out and end up in the Inbox of our subscribers," says Aloyts, "StrongMail helps us maintain a brand that enjoys significant click and open rates and is able to charge a premium for advertisers and market research firms."

