

IndustryWizards.com Provides the Magic Touch with Lyris HQ

ABOUT:

[IndustryWizards.com](http://www.industrywizards.com) is a professional online network that connects industry experts with one another, and provides their community of experts with original content, product reviews, research and additional resources. The site is a global community of subject matter experts in industry technology, including Radio Frequency Identification, Real Time Location Systems, Lean Manufacturing, Printed Electronics, AutoID, Wireless Sensors, Information Technology Standards, Regulations, Intellectual Property and Patents.

BUSINESS CHALLENGE:

The IndustryWizards.com community features 40,000 members, all with different areas of expertise. Given the wide range of topics and interest of its members, the site has expansive content that it shares with its community through newsletters and email communication – all going to very busy and time-limited executives and industry experts. As a result, it is top priority for IndustryWizards.com to send its members only relevant information and keep all email communications highly targeted. Members’ changing preferences mean that the site cannot just bucket users into pre-determined mailing lists.

SOLUTION:

After a competitive review of online marketing solutions, IndustryWizards.com selected the Lyris HQ integrated online marketing suite because of the solution’s ability to dynamically generate, segment and target mailing lists based on real-time changes in conditions and preferences. IndustryWizards.com also saw the value in the integrative nature of the solution, also selecting the Lyris HQ Web Analytics tool to measure Web site statistics and time spent on various parts of IndustryWizards.com.

BENEFITS:

Lyris HQ has enabled IndustryWizards.com to:

- Dynamically generate and refine mailing lists based on updates and changes to user profiles;
- Send highly targeted and relevant newsletters and information to community members, improving the effectiveness of the 100,000 emails per month sent to its 40,000 members;
- Improve deliverability rates leading to an increase in the open rate of messages;
- Track, in detail, where members are engaged and spending time on the site;
- Refine the Web site based on interest in various content posted or time spent looking at products in the comprehensive product directory on the site; and
- Create reports that show members’ topic/product interests.

OPPORTUNITIES:

In addition to leveraging the suite for email and Web analytics needs, IndustryWizards.com has also recently engaged with the Lyris HQ professional services team to better maximize the solution. There are plans to expand use of the integrated online marketing suite to include search engine optimization (SEO) and boost integration of Lyris HQ with its content management system.



Louis Sirico, Founder and CTO
<http://www.lyris.com/clients>

“ I don’t know of any other solution in the market that allows for the dynamic segmentation and updating of mailing lists in real-time. Additionally, Lyris’ Web analytics tools are among the most accurate Web stat tools out there. We’re looking forward to extending the reach of Lyris HQ within our community. ”

Louis Sirico
 Founder & CTO
 Industry Wizards



Example of email program