

Listen. Predict. Engage. Convert. Growing a business starts by capitalizing on the connected world and the data it generates – and taking a smarter approach to marketing. By tracking digital behaviors, marketers can predict what their customers want next. And be right there to deliver it.

Lyris customers are utilizing powerful predictive engagement to build loyal communities. Here's how.

LYRIS

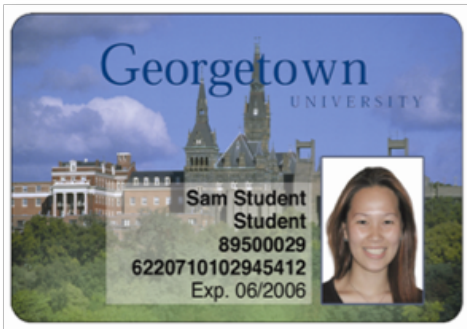
Student Advantage® Puts Relevancy to the Test in Email Campaigns

Student discount eCommerce company increases click-through rates (CTRs) 40% through email optimization and 32% through segmentation using Lyris HQ

ABOUT STUDENT ADVANTAGE:

As the nation's leading online discount program for college students, Student Advantage® partners with leading brands like Amtrak, Target.com, macys.com and Foot Locker to offer “best-in-market” discounts to college students across the U.S.

The Student Advantage program allows partner brands to directly and cost-effectively capture the sought-after college market, and students to benefit from extensive savings with their



Student Advantage discount card. Offers are delivered via email, online or through social media and mobile applications when students sign up for the Student Advantage membership program.

With more than 80 nationally branded partners, hundreds of colleges, universities and local retail partners, and *hundreds of thousands* of active student members, Student Advantage has a complex communication program that hinges on targeted email newsletters and promotional campaigns.

BUSINESS CHALLENGE:

Keeping email communication relevant has never been more important, but in the fickle world of the American college student, the challenges for Student Advantage can be daunting. Maintaining campaigns that maximize relevancy is an ongoing quest. Compounding this challenge is the Student Advantage partnership model that necessitates joint development of all creative content.

SOLUTION:

When conducting a search for an integrated online marketing vendor that could help, Student Advantage knew it needed a solution that would allow it to create newsletters and emails, manage large volume lists, utilize automation triggers, segment its database and A/B test a range of offers. This last capability, A/B testing, was critical for determining the test elements that would increase relevancy among its elusive student base.

CUSTOMER CASE STUDY



Location:

Boston, Massachusetts

URL:

www.studentadvantage.com

Industry:

eCommerce

Product:

Lyris HQ

Results:

Optimized partner-branded email creative boosts CTRs 40%
Segmented and targeted email database drives up CTRs 32%

“ Campaign development is a collaborative process with each of our brands; and every brand has its own core learnings and best practices...but what works best for individual brands and their corporate campaigns doesn't always translate to our co-branded, discounted model. In some instances we need to challenge best practices through extensive testing to find the most effective mix.”

- Samantha McDuffee,
Marketing Manager,
Student Advantage

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After transitioning to Lyris HQ, Student Advantage was able to better manage all the elements of its communication program. Here's how:

STRATEGY #1: A/B TEST CORE CREATIVE ELEMENTS

Student Advantage began A/B testing a range of creative elements to hone the relevancy of its partner branded email campaigns, starting with its eBags campaign. Although logic suggested that back-packs would be a key seller in the college market, Student Advantage tested an array of products. It also increased the text-to-graphic ratios – a critical decision given that most browsers require a separate step to download images. Test results showed a clear win for the text-rich, extensive product option.

Control

Winner



STRATEGY #2: HONE THE WINNING FEATURES

In phase two of the eBags campaign, Student Advantage strove to make the winning elements even more relevant through further A/B testing. It retained the winning elements from the first test but this time organized the email content by student-relevant categories: school, leisure, workout and evening. Student-relevant categories took the win.



Control



Winner

STRATEGY #3: SEGMENT THE AUDIENCE TO FURTHER DRIVE RELEVANCE

In phase three of the eBags campaign, Student Advantage looked to further increase relevancy by better segmenting its audience. The campaign was targeted to a female-specific demographic. Content continued to feature the greater breadth of products and higher text-to-graphics ratios, but this time it was solely geared to women. It also featured the popular Betseyville brand more prominently. The campaign was a success.

THE RESULTS

Students responded overwhelming to the optimization efforts on the eBags campaigns. In the initial optimization stage, the broader range of images and greater text-to-graphic ratio increased CTRs 40 percent. In phase two of the campaign, where Student Advantage honed the winning elements by organizing content by category, CTRs increased 36 percent. And in phase three, targeted segmentation and tailored female-oriented messaging delivered a 32 percent increase in CTRs for Student Advantage.

READY TO GET STARTED?

Lyris HQ has the advanced features to take your email marketing program to the next level.

- **Create newsletters and HTML messages.** Deploy newsletters and email campaigns in minutes.
- **Manage email lists.** Upload your lists and manage up to 250 different demographic categories.
- **Schedule email sends.** Distribute campaigns whenever you want.
- **Trigger messages.** Automatically send messages based on subscriber events or behavior.
- **Segment and target emails.** Send personalized messages to different subscriber groups.
- **Improve email delivery and reputation management.** Use built-in analytics to find and fix bounces, unsubscribes and spam complaints.
- **Leverage reports.** Instantly track campaign conversions, revenues and A/B test results in real time to determine how to drive ROI.
- **Integrate.** Connect with marketing tools, databases and CRM systems including Salesforce.
- **Access Web Analytics.** Obtain relevant performance metrics that drive informed decisions.
- **Leverage our expertise.** Get expert advice to solve your toughest challenges.

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