

**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**

## Access Intelligence Uses Email Automation to Meet, Greet and Monetize its Subscriber Base

Integrated B2B publishing company drives 50% open rates and 33% click-through-rates (CTRs) with automated trigger programs

### ABOUT ACCESS INTELLIGENCE:

Access Intelligence is a leading worldwide information and marketing company that provides business intelligence and integrated marketing solutions in nearly a dozen global market sectors including aviation, chemical, defense, energy, and media and public relations.

Serving business professionals worldwide with a portfolio of products, Access Intelligence publishes and distributes magazines, newsletters, online conferences, data products and e-media solutions. Access Intelligence delivers insight and intelligence when, how and where customers want it in major market areas.



### BUSINESS CHALLENGE:

Access Intelligence transitioned over the last five years from a paper-based print marketing organization to a successful online marketer. Initially email was primarily used to deliver digital media products to its professional client base. But over time the market shifted and email became the client-preferred format for marketing offers and new product information.

As it moved away from mass print mailings, Access Intelligence needed a way to generate online customer leads and drive them through the sales process.

### SOLUTION:

Access Intelligence chose Lyris HQ because it needed a solution that could segment complex user databases for each of its unique vertical markets, send tailored HTML newsletters and product offerings to its client base and allow for automated trigger programs at each stage of the sales process.

### CUSTOMER CASE STUDY



**Location:**  
Rockville, MD

**URL:**  
[www.accessintel.com](http://www.accessintel.com)

**Industry:**  
Publishing

**Product:**  
Lyris HQ

**Results:**  
Automated trigger programs drive 50% open rates and 33% CTRs for trial offer emails, and 44% open rates and 13% CTRs for cross-sell product emails

*“ We work in very niche vertical markets and we needed the ability to market to these niche customers, often across a broad range of price points, to meet their business needs. With Lyris HQ we could be very targeted and put each customer through a tailored sales funnel. ”*

- Sylvia Sierra  
Senior Vice President of Corporate Audience Development,  
Access Intelligence

Join conversations and make connections at:

**LYRIS HQ**

Lyris, Inc. | 6401 Hollis Street, Suite 125 | Emeryville CA 94608 USA | [www.lyris.com](http://www.lyris.com)  
Toll free 800.768.2929 | International calls 510.844.1600 | Fax 510.844.1598  
Customer support 888.LYRIS.CS (597.4727) or 571.730.5259

Here's how Access Intelligence utilized Lyris HQ to achieve its goals:



### INITIATIVE #1: GENERATE UNIQUE EMAIL LEADS

Initially Access Intelligence needed to generate unique, targeted email leads. It accomplished this through pop-up invitations to visitors to its website. Visitors that viewed an industry-specific vertical on the Access Intelligence website received a pop-up invitation to subscribe to that vertical news feed.

### INITIATIVE #2: DRIVE TRIAL SUBSCRIPTIONS

The next step was to transition these unique leads into trial customers. Access Intelligence sent “news feed” subscribers an email invitation to sign up for a free trial subscription to the more substantial (and profitable) “Insiders’ Edition,” which provided subscribers with full access to daily news and stories for that vertical.

### INITIATIVE #3: CONVERT TRIAL USERS TO PAID SUBSCRIBERS

The next phase was to convert free trial users into paid subscribers. During the free trial period, Access Intelligence sent email reminders and introductory subscription offers to its free trial subscriber base.

### INITIATIVE #4: CROSS-SELL THE PRODUCT LINE

Finally, Access Intelligence used cross-sell triggers – discounts and promotional offers in confirmation and thank you email campaigns – to drive additional product revenues among its subscriber base.

### THE RESULTS

By leveraging Lyris HQ, Access Intelligence was able to successfully meet, greet and monetize its user base through an effective sales funnel.

- Pop-ups were highly effective – on average 500 new users, per industry, were registered each month to receive daily news feeds.
- Free-trial invitations were also a strong driver, with 50 percent open rates and 33 percent CTRs.
- Cross-sell promotions drove 44 percent open rates and 13 percent CTRs.

### 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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