Adestra
upland

Case Study

Purina and HH Global drive first-party data capture while engaging and delighting their customers

PURINA   hh global   U

INDUSTRY

Retail/Pet Food

COMPANY

Purina
Gatwick, UK
purina.co.uk

Purina's Global Purpose is: Creating richer lives for pets and the people who love them. Their purpose builds on their heritage and belief: When pets and people bond, life becomes richer.

PURINA

INDUSTRY

Media

COMPANY

HH Global Interactive
Cirencester, UK
hhglobal.com/uk

HH Global is the first-choice partner in outsourced marketing execution for leading brands. Applying proven processes, industry-leading technology, and the deep expertise of over 3,300+ employees.

hh global®

Building on the success of their 2019 holiday campaign, **Purina** once again partnered with **HH Global** to develop their most ambitious campaign for 2020, with **Upland Adestra** on board to turn their email automation and form building aspirations into reality. 2020 marked an entirely stand-alone journey, totaling 15 emails with the goal of completing core data profiles, driving first-party data capture, and delighting and engaging their audience.

Preventing database unsubscribes and keeping Christmas cheer

Engaging consumers with targeted and personalized email

Purina's 2020 campaign was centered around the 12 Days of Christmas and due to the planned high frequency of communications during this campaign, two pre-campaign emails provided the opportunity for a campaign-level opt-out, to prevent unsubscribes at a database level.

A/B testing and optimizing their email

The Christmas opt-out email was launched with a subject line A/B test. Using the **Adestra automation builder,** this was designed with an 80/20 split. 20% were sent in the morning, and the winning variant would launch to the remaining 80% later that day.

Subject line A performed slightly better than B based on opens, generating a 23.4% and 23.0% open rate, respectively. Therefore, subject line A was applied to the remaining 80%. Those that received the opt-out email were also served a Progressive Data Capture (PDC) module. Consumer data that included pet type and pet name were pre-populated.

Opt-out emails delivered high engagement, with PDC generating information on 7.5k pets, with 3,300 new to Purina's database.

If you'd rather not take part this year, that's absolutely fine. Simply select 'no thanks' and we'll take your name off the Christmas list. You'll still receive our regular Better Together newsletters.

No thanks
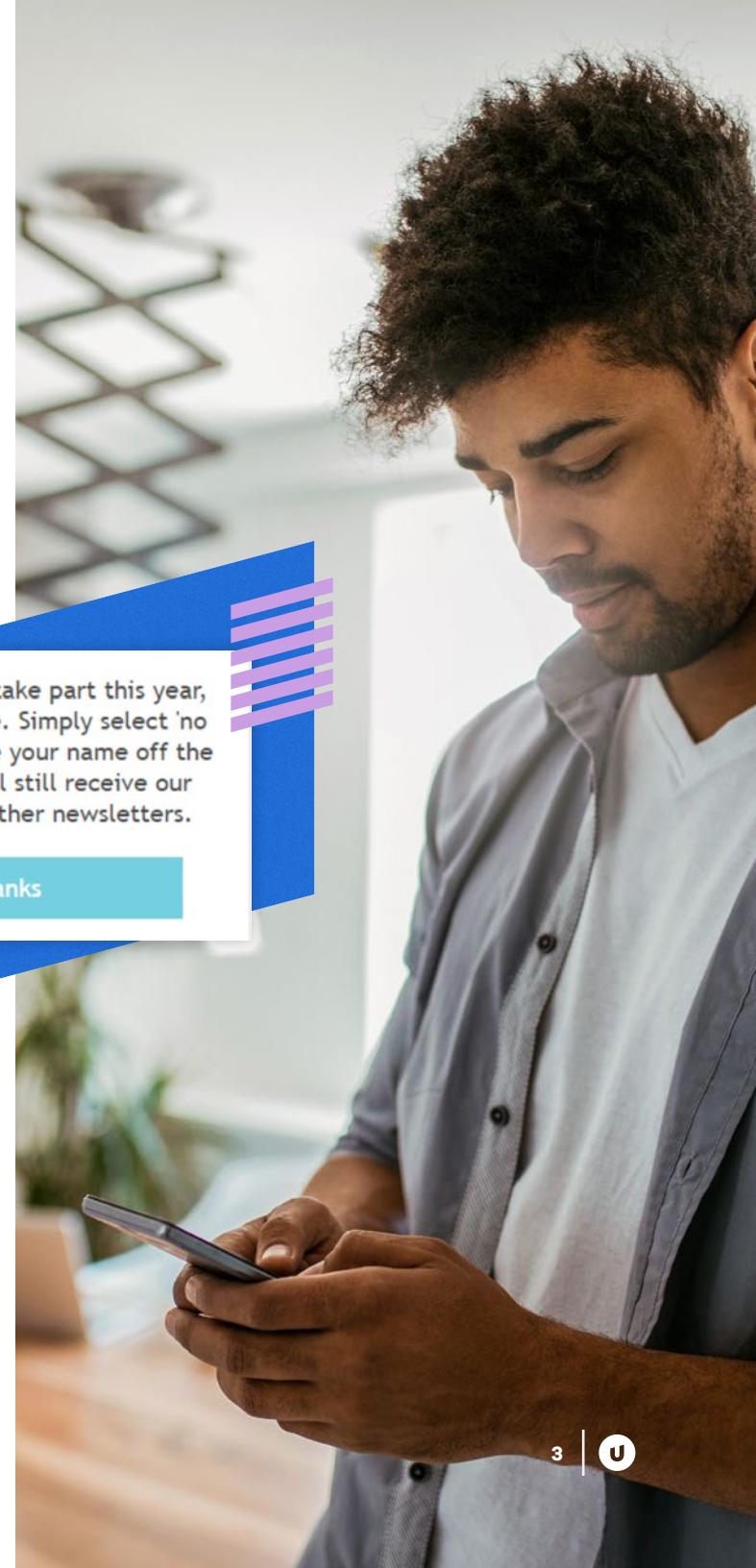
Spreading Christmas joy in a challenging year
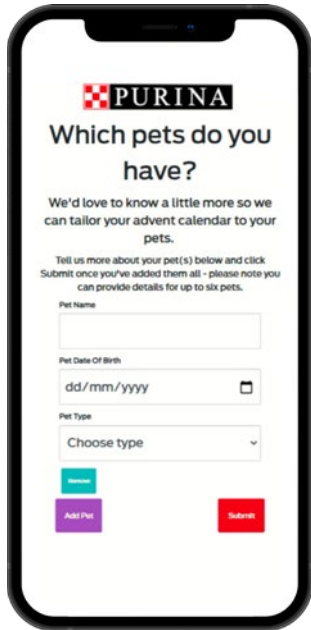
Purina provided 12 days of Christmas content experiences

With the 12 Days of Christmas theme at the core of the campaign, consumers who remained opted in would receive daily emails from the 1st to the 12th of December, in the form of an advent calendar, with a new door to open each day. Behind each door sat multi-brand content including offers and content experiences for owners of cats, dogs, and those with both. Offers ranged from product coupons, instant win competitions, and partnership deals, to value-add content such as videos, quizzes, and even an AR experience. Their primary objective of the 12 advent calendar emails was to drive users to click-through and engage with each daily piece of content.

Creating unique journeys using progressive data capture

The campaign targeted 9 unique pet data segments, split over a 50/50 subject line test. By splitting consumers into different segments, Purina was able to define one of three distinct progressive data capture (PDC) journeys the recipients would take.

When consumers won a competition as part of the advent calendar, Adestra forms were used to send consumers to (from the advent calendar) in order to provide their Personally Identifiable Information.

JOURNEY 1 - Unknown pet ownership data, therefore mandatory PDC.

JOURNEY 2 - Pet type was known, but a name or DOB was missing. Progressive data capture was mandatory for 2A consumers and optional for 2B consumers.

JOURNEY 3 - Consumer pet data was already known. These consumers would skip data capture and open their advent calendar straight away.

The 12 days campaign included a total of 12 cat and 12 dog offers, but not specifically to consumer brand preference due to a number of constraints. Over the 12-day period A/B testing would take place each day. An example of the variations uses can be found below:

Send	Content	Version A	Version B
01-Dec	Subject	On the first day of Christmas, Purina gave to me...	Start counting down, #12DaysOfChristmas starts here
	Pre-header	[Consumer name], your first Christmas treat is here...	What will be behind today's door

Delivering email results and season's greetings

Multi-branded daily content delivers open rate success for Purina

On completion of the 12-day advent calendar, Purina found that over half of recipients opened at least one email, with an average open rate of **18.6% across all 12 emails**, with email opens peaking on day 1 (22.9%) and 12 (22%).

Of all email openers, 68% opened more than one email and **20k consumers** opened 11-12 emails. Unsurprisingly, open rate declined by database recency. However, open to CTO% and advent calendar door opens improved amongst those not engaging for 19-24 months.

As a result of the progressive data capture, the number of **new pet data captured** reached **25k**. On a regular month, PDC usually generates 500-1000, so for Purina the overall result was a great achievement for this campaign. Cat lovers also proved to be email lovers with open rates highest (57.6%) among cat only owners and lowest (30.5%) in dog only owners.

A final push for pet data capture

Following the 12 advent calendar emails, Purina launched a final email 4 days post-campaign with a view to wishing consumers a Merry Christmas. The email contained a PDC module as a final push to collect pet data, generating 2.6k of additional pet data that would assist in campaign efforts in the new year.
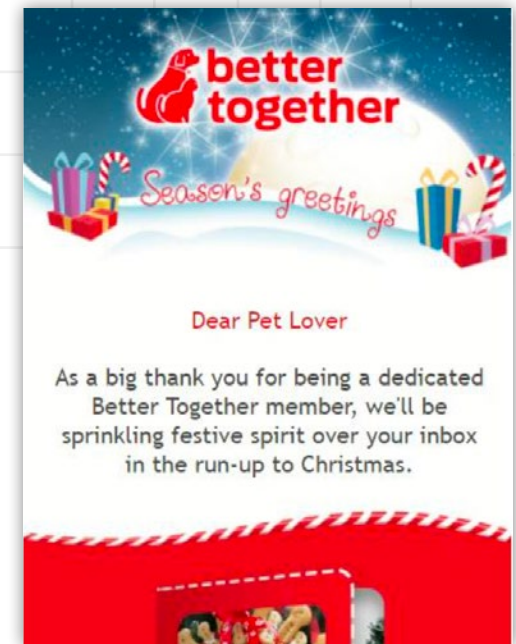
Results for Purina's campaign

25K
new pet data captured
using the PDC module

52.1%
campaign-level open rate

18.6%
average open rate
over 12 advent calendar emails

50K
opened calendar doors

32%
average CTO

Upland Adestra deivers email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.

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For more information visit: uplandsoftware.com/adestra