

Client



Company:
Newsmax

Website:
www.newsmax.com

Headquarters:
West Palm Beach, Florida

Industry:
Publishing

Solution:
Alterian Dynamic Messenger and
Managed Services Consultancy

Results:

1. Overcoming the blacklist and spam trap challenge helps Newsmax reach subscribers.
2. An efficient email platform enables the publisher to easily distribute around 100 million emails a week, 4 billion a year.
3. Daily emails to 2 million contacts only take two hours to send.
4. Deliverability rates are 96 per cent or higher.

Newsmax is one of America's largest online publishers, with 9 million website visitors a month and 100 million emails sent to subscribers every week. Keeping email flowing smoothly is vital as it's the company's main source of revenue. Alterian is providing both email software and services to help the business run efficiently and reach the inbox.

Overcoming the deliverability challenge helps Newsmax send 4 billion emails a year and drive strong revenue

Publishing powerhouse

For millions of Americans Newsmax is their number one political news resource, its news team being composed of some of the most distinguished and award-winning journalists in the industry. Newsmax has achieved 40 per cent annual growth rates over the last decade and Nielsen Online recently ranked Newsmax as the most popular conservative website in America.

Email drives revenue

As Newsmax's primary sales and marketing channel, email is responsible for 90 per cent of revenue. The publisher sends 100 million emails out almost every week totalling around 4 billion a year.

"With such high volumes the biggest challenge is keeping email distribution running smoothly and deliverability rates high, by staying off spam lists and blacklists," explained David Riveira, Email Marketing Designer at Newsmax. "As the business is news-based, procedures have to be rapid so we needed an email service provider that could help us manage large quantities efficiently. Our previous supplier struggled with scaling to the volume we needed so we turned to Alterian which could easily handle the large volumes and was a great fit for our business."

Newsmax use Alterian's Dynamic Messenger email platform for all distribution and Alterian Managed Services provides consultancy on deliverability issues, helping the publisher maintain delivery rates of around 96 per cent. "We operate round the clock and Alterian is always our first port of call to help solve any distribution issues and get things back on track fast," said Riveira.

On average, Newsmax sends out 10-15 different email campaigns every day to 20 different lists but during busy times, such as Presidential elections, this volume can more than double. Dynamic Messenger's template flexibility means this large amount of content is easily dealt with, enabling the Newsmax team to change their designs on demand or produce new formats at short notice. "Dynamic Messenger gives us the freedom to quickly create new templates every week, however we want them to look. Other email solutions we've used are more restrictive when it comes to designing or modifying a message's look and feel," said Riveira.

One of the daily objectives for the Newsmax team is making sure all emails are sent promptly, due to the fast-paced nature of the business. By using Dynamic

Messenger's scheduling tool and high volume delivery channel, an email to 2 million contacts from the overall database of 5 million is distributed in about two hours, so all emails on the daily schedule can be handled with ease. Previously, with only standard delivery capacity, it took between three and four hours.

Keeping deliverability high

The condition of Newsmax's email lists are impressive due to several proactive measures, including regular hygiene procedures and the creation of robust opt-in processes. Dynamic Messenger's integrated health score also helps maintain lists by driving suppression based on a recipient's engagement history with campaigns. Hard or soft bounces are fed back into the system and automatically update lists by suppressing any bad addresses, saving Newsmax a significant amount of manual work. Conversely, recipients with bounce history that subsequently open or click are automatically reintroduced into the mailable universe.

“Dynamic Messenger simplifies the distribution of high volume email and Alterian experts help manage our reputation, making sure everything runs smoothly. Working with Alterian ensures our email gets to the inbox which is critical to our bottom line.”

– David Riveira, Newsmax

The Alterian services experts also monitor Newsmax's outgoing emails, looking for any bounces, determining what the ISP error codes mean and examining any spikes in codes that need remediation. "It's imperative Newsmax stays off ISP blacklists and spam lists and this is our main deliverability challenge. Sometimes an ISP may block an email, mostly caused by over cautious filtering but Alterian's consultants step-in where necessary so emails get through," commented Riveira. "If Alterian

Alterian Case Study

Newsmax

sees an unusual increase in spam bounces, the team liaises with the ISP and by confirming the recipient is opted in and content is requested, the block is lifted. Alterian does a great job of dealing with the ISP community.”

Reputation monitoring is another invaluable service Alterian provides, keeping Newsmax off ISP block lists or third party blacklists. ISPs are continually evolving their rules around what constitutes good email practice and failure to comply could mean ending up on the wrong side of their filters. By sending out emails from dedicated IP addresses, Alterian tracks them to make sure they are not being included on any spam lists and that Newsmax sender domains are not being listed either. Alterian also optimises deliverability by ensuring Newsmax's IP addresses and domains meet all current authentication protocols used by ISPs including SPF, Sender ID, Domain Keys, DKIM and Reverse DNS.

Avoiding blacklists and spam lists is the publisher's biggest test but the Alterian partnership keeps email flowing well for Newsmax. The publisher's reliance on email as its number one source of revenue meant it needed an email solution that could confidently support its business and keep deliverability rates high. “Dynamic Messenger simplifies the distribution of high volume email and Alterian experts help manage our reputation, making sure everything runs smoothly,” commented Riveira. “Working with Alterian ensures our email gets to the inbox which is critical to our bottom line.”

Email Volume
4 Billion Annually

Daily Email Sends of
2 Million

Deliverability
96% and higher

Revenue
90% from email

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,500 marketing departments, across 26 countries, and an international network of more than 150 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

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