Ongage / **FanFinders**™

FANFINDERS - NUMBER 1 MUMS NETWORK FINDS EMAIL SUCCESS WITH ONGAGE
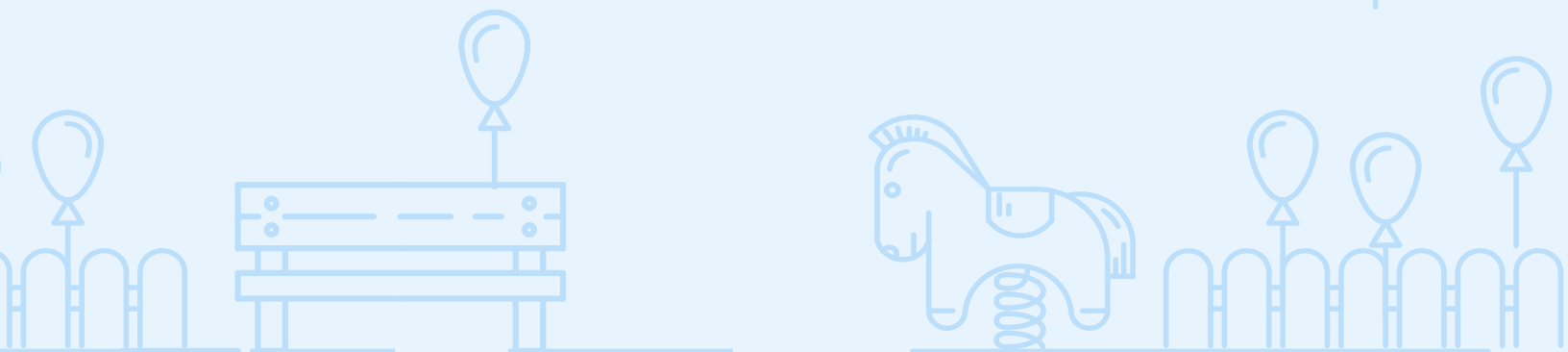
IMPROVING DELIVERABILITY AND INBOX PLACEMENT

FanFinders have reported significant gains since choosing Ongage for their email operation, by improving deliverability and inbox placement. Through adopting Ongage's agnostic delivery system with delivery vendors SparkPost, SocketLabs and Oracle, FanFinders have achieved a more efficient email operation and a much higher level of mail targeting.

LANDING IN THE INBOX - A KEY CHALLENGE

FanFinders are a growing brand dedicated to improving the experience of mothers worldwide. They run the popular Your Baby Club websites, through which they introduce UK and US mums to the world's largest FMCG brands and retailers. They sign up to 80k new and
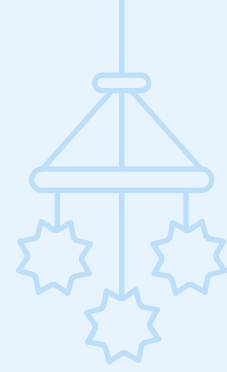
expectant mums a month and create over 25k GDPR compliant brand to consumer connections every day.

As such, they have a large and extremely varied subscriber base. "Email is a mainstay of our business", Alec Dobbie, CEO told us, "It allows us to keep consumers up to date." Their active email list currently comprises approximately 1,000,000 addresses. A subscriber base as huge and as varied as FanFinders' required a robust and adaptable delivery solution. Prior to adopting Ongage, their key challenges were improving deliverability and landing in every inbox, while at the same time achieving granular control over the details of each campaign via advanced segmentation and analytical functionalities.

LOOKING FOR A ROBUST SOLUTION

Initially, FanFinders considered creating their own in-house solution, based on the email marketing platform they had at the time – which, according to Alec "did the basics well but was very light on the ground on advanced marketing tools." However, the expense of piecing together a DIY solution proved prohibitive.
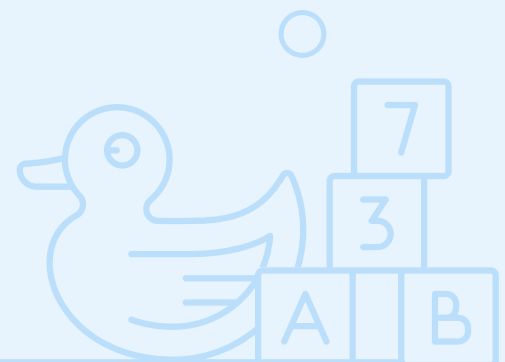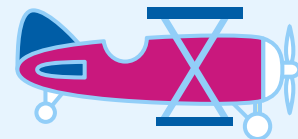
So, FanFinders turned their gaze outwards, to external solutions. Which is where Ongage came in.

FanFinders were intrigued by Ongage's promise to boost delivery rates, whilst simultaneously making campaign development much easier. Most of all, FanFinders were interested in Ongage's enhanced segmentation tools, analytical capabilities, and the use of multiple, customizable delivery vendors simultaneously.

As FanFinders themselves put it, "we wanted to send a large amount of emails in the simplest possible way whilst allowing complex operational choice, making sure the correct email got to the correct people at the correct time." As such, advanced segmentation and analytical tools of the kind offered by Ongage were a very attractive prospect.

Danny Tal, CRO of Ongage explained the Ongage system like this: "We separate the developer and the
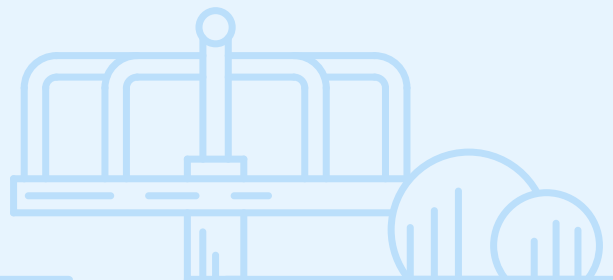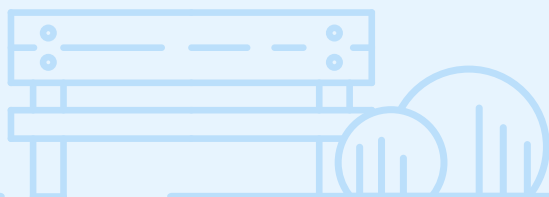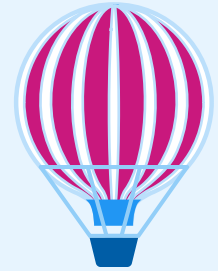
delivery aspects of email. This lets brands create highly customized email campaigns, using pinpoint-detailed segmentation tools, and then split delivery between whichever email vendor works best for each segment. Not all email vendors are created equal. Some are better for certain jobs than others. By giving a choice of multiple delivery vendors, Ongage can simultaneously reduce sending costs and increase deliverability. It's a win-win for high-volume emailers with a diverse list."
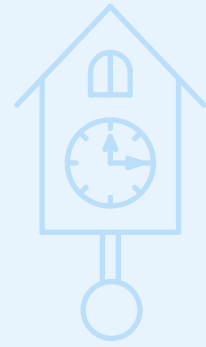
CONNECTING WITH ONGAGE - GREATER FUNCTIONALITY AND DELIVERABILITY

Using the combination of Ongage with delivery vendors SparkPost, SocketLabs and Oracle, FanFinders found

ONGAGE ALLOWED US TO SEND BULK EMAIL VIA OUR VARIOUS PROVIDERS AND TARGET THE RIGHT PEOPLE AT THE RIGHT TIME WITH THE RIGHT CONTENT

themselves able to optimize deliverability, and engage with their customers on a much more worthwhile level. According to Alec, "Ongage allowed us to send bulk email via our various providers and target the right people at the right time with the right content."

The benefits of Ongage compared to other third party systems trialed by FanFinders became very evident very swiftly. "We were immediately impressed by Ongage so the selection was decided very quickly. Ongage really stood out from our previous email marketing platform with the additional functionality available, such as advanced list segmentation tools, performance analytics and A/B testing."

What's more, despite its hefty premise, the Ongage system took no more than a few days to fully integrate with FanFinders' existing system, and operators quickly found it very useable.

MOVING FORWARD

Today, FanFinders remain thrilled with their choice of emailing platform. Ongage's segmentation and analysis

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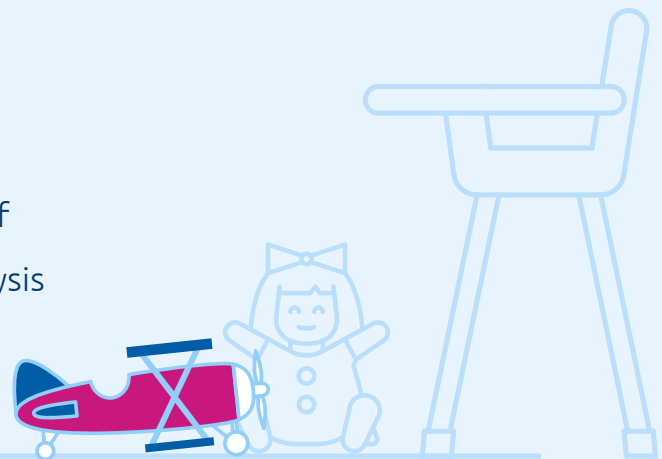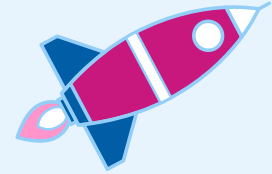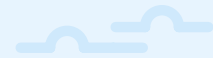
capabilities are of particular value to them: "The tools we make the most use of are list segmentation, quickly allowing for mail list creation to match particular campaigns. We also utilize detailed analytics regularly to keep our records up to date."

Lastly, friendly advice from FanFinders for other brands faced with similar issues: "Spend time looking at the various solutions and don't rush. Make sure you select a service provider who takes support seriously and cares about you and your experience with them."

Clearly, this is what FanFinders discovered with Ongage.

If you want to discover it yourself, contact us
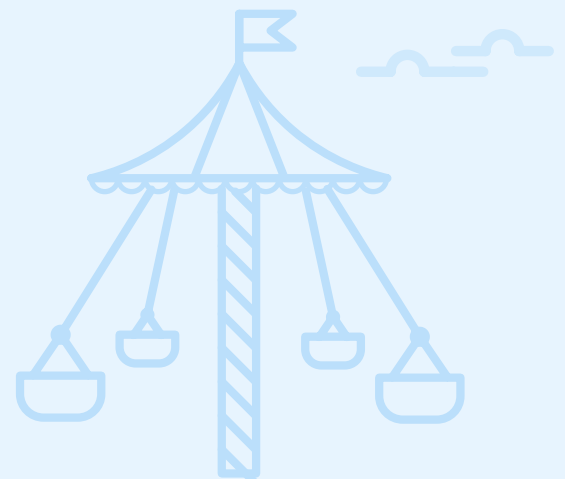
ABOUT FANFINDERS

We're the number 1 supplier of 1st party opt-in data in the UK baby market, our members choose YOU. Brands we work with include: Asda, Danone, Nestle, Ella's Kitchen, Amazon, Tesco, MAM, Nuby, Tommee Tippee, and The Gro Company.

We connect brands with mums who want to speak with them via our Your Baby Club network providing compliant and quality connections that are led by a value exchange between the brand and consumer. With over 2 million members we make over 25,000 connections every day.

ABOUT ONGAGE

Ongage is one of the world's premier email marketing platforms, and a major driver in the email marketing revolution. Ongage's innovative and intuitive dashboard enables email marketers to fully customize, personalize, segment, and target email campaigns on a software-developer level without the need for development skills. It combines with a plug-and-play connection to a rich and varied selection of SMTP delivery vendors, thus reducing delivery costs and improving deliverability. Users report vast increases in the performance of their email marketing and big improvements in the efficiency and effectiveness of their operations.