

CASE STUDY



# TN MARKETING ACHIEVES ANNUAL GROWTH AND COST SAVINGS WITH ONGAGE



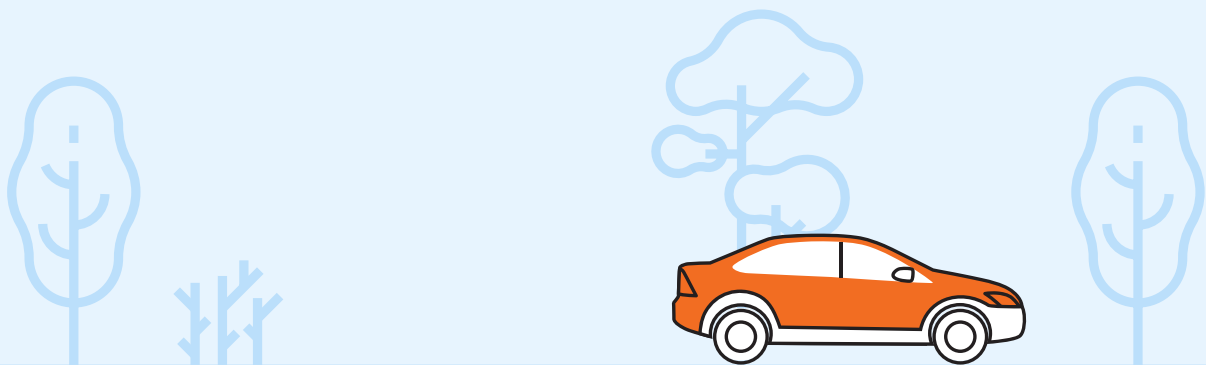


## **TN MARKETING ACHIEVES ANNUAL GROWTH WITH ONGAGE**

TN Marketing has seen significant gains and growth since approaching Ongage in 2017 for help improving their email operation and balancing the costs of their high-volume email system. Since adopting Ongage's agnostic delivery system, the company has reported sustained annual growth and gains of up to an astonishing 30%.

## **SENDING MILLIONS OF EMAILS WITHOUT BREAKING THE BANK**

Headquartered in Minnesota, TN Marketing is an enterprise that creates online brands and communities. It hosts more than 20,000 videos on its cloud infrastructure, streaming on-demand how-to content to at least 300,000 paying members and millions more site visitors.






Via leading delivery vendors SparkPost and Dyn, TN Marketing circulates emails containing newsletters, promotional material and other valuable content to more than 4 million addresses each month, averaging about 100 million monthly emails. As high-volume mailers, the company needed an email platform that promised high deliverability at reduced cost, and one that would improve ROI and allow TN Marketing to gain “the justification to spend on prospect acquisition while saving on project management.”

**ONE SIMPLE SOLUTION TO OVERCOME ALL  
COST & DELIVERABILITY PROBLEMS**

In an ideal world, resources should be poured into the creative, prospect-engaging aspect of email marketing. However, many marketing departments find that basic email platform admin eats up a prohibitive portion of their time and money. The solution is a platform that enables





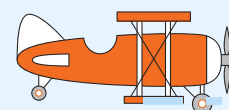
them to automate the effort with creation of dynamic content, provides analysis and segmentation capabilities to improve inbox deliverability, and doesn't cost a fortune.


This might seem like an elusive goal, but it's precisely what Ongage provides.

### **HOW DOES ONGAGE DELIVER THIS SOLUTION?**

Ongage enables highly deliverable, super customizable, and trigger-based email campaigns by separating front-end development from back-end delivery systems, allowing companies to use multiple delivery vendors at once. This agnostic, multi-ESP system is particularly pertinent to the needs of TN Marketing.

Previously, TN Marketing was locked into a single ESP, and this, combined with a diverse and sizable subscriber base, resulted in a less than optimal email deliverability rate and email marketing ROI. However, by utilizing Ongage and splitting segments based on the ESP that best suited its needs, TN Marketing was able to save





**“UTILIZING THE AGNOSTIC DELIVERY FUNCTIONALITY HAS BEEN EXTREMELY BENEFICIAL FOR OUR EMAIL DELIVERY AND ENGAGEMENT PERFORMANCE. CERTAIN ESPS ARE BETTER WITH SPECIFIC ISP INBOX PLACEMENT”**

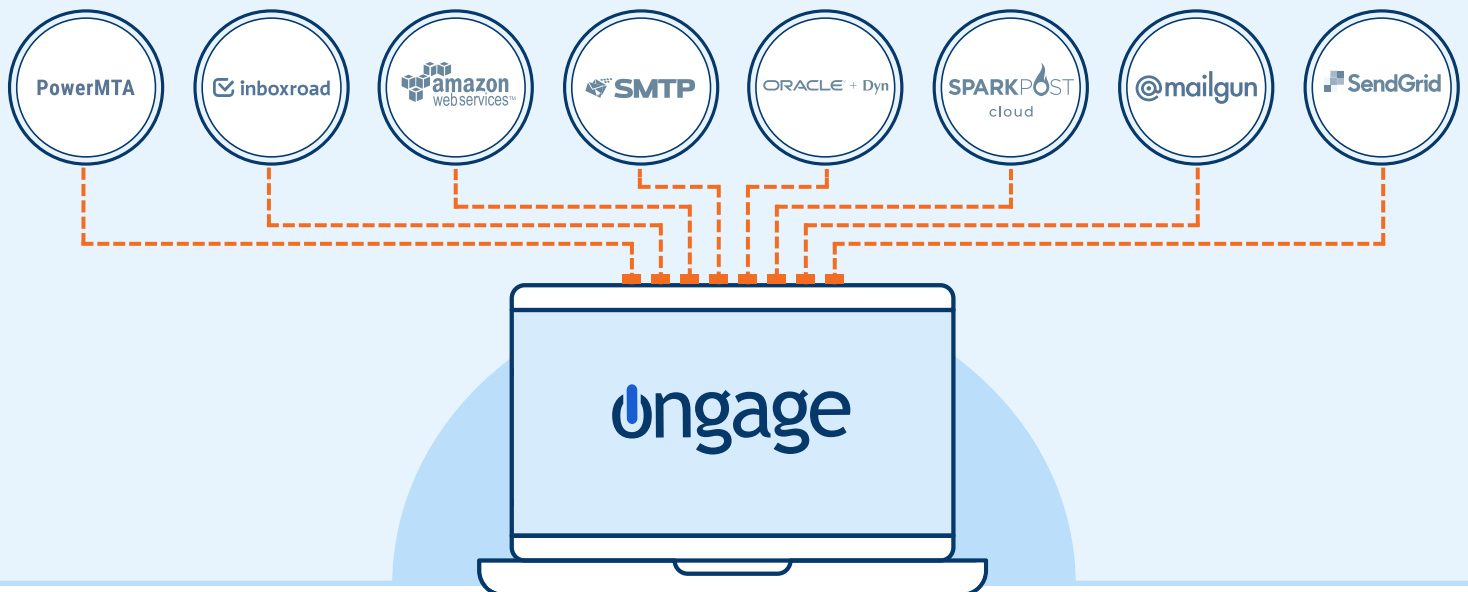
a vast amount of money and ensure that their content was being seen by the right people at the right time. Neil Rice, VP of Technology, said, “Utilizing the agnostic delivery functionality has been extremely beneficial for our email delivery and engagement performance. Certain ESPs are better with specific ISP inbox placement.”

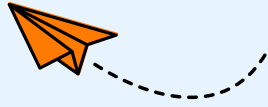
Furthermore, Ongage’s intuitive, feature-rich dashboard makes it easy to segment and personalize email lists in granular detail. Users can also streamline campaign management, weave in dynamic content, and garner insights from ongoing analysis. As such, even campaign managers with limited development knowledge can create and deliver sophisticated email campaigns from end to end.

Citing TN Marketing as the perfect example of Ongage's capabilities, CRO Danny Tal said, "High-volume mailers frequently expend a lot of time and resources crafting and distributing campaigns. Our system is designed to streamline that burden, cutting the amount of resources needed at both ends. By making it easier to customize and segment campaigns, the content creation process is a lot easier. And by splitting the ESPs we can improve deliverability and reduce costs. This is what proved to be the real winner in the case of TN Marketing."

**ANNUAL GROWTH OF UP TO 30%**

After testing all of the leading full suite email platform solutions, Ongage topped TN Marketing's list as the





**“THE TOTAL COST INVESTMENT FOR SENDING EMAIL HAS DRAMATICALLY REDUCED. THAT COMBINED WITH OUR IMPROVED DELIVERABILITY TO THE INBOX IS A SIGNIFICANT SUCCESS STORY FOR TN MARKETING”**

vendor best able to fulfill its needs. Since signing up with Ongage, TN Marketing has significantly reduced its email send investment while maintaining consistently high deliverability and performance.

Discussing the company’s decision to adopt Ongage, Rice said, “Originally the most important feature consideration had to do with ESP agnostic since, with the volume of emails we send each year (excess of 1 billion), it is important that we can challenge ESP delivery performance at an ISP level. Additional features included list segmentation, email marketing dashboard, email creative UI, and on-boarding functionality.”

With the help of Ongage, TN Marketing has been able to achieve its impressive 30% annual rate of growth.

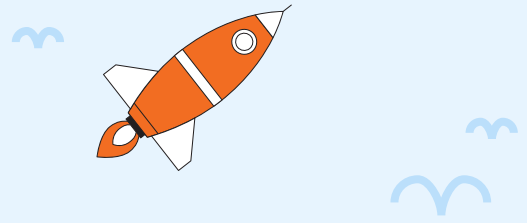


According to Rice, “The total cost investment for sending email has dramatically reduced. That combined with our improved deliverability to the inbox is a significant success story for TN Marketing.”

What’s more, “Controlling who you are using to send your email (ESP) and at the ISP level is how you will get control of performance improvement within your digital marketing strategy and solution delivery. If you do not garner that control, you likely will be risking growth improvements.”

All in all, this a great success story that Ongage is proud to have helped facilitate. If you would like similar results for your own business, please do not hesitate to [contact us](#).





## ABOUT TN MARKETING

TN Marketing is a global video streaming service focused on creating communities by engaging people with their passions. Its how-to instruction, centered around lifelong hobbies, reaches members in more than 150 countries. TN Marketing is a leading video streaming service focused on the development of beginner to advanced how-to-instructional content. With more than 12 digital brand properties, a large number of subject matter experts, and nearly 2,000 hours of owned instructional content, TN Marketing delivers engaging content to its online subscribers and visitors 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.

