



Migrating Paid Newsletters to Omeda

Automating growth and engagement

Your Hosts



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Overview

- The Problem
- Challenges
- Solutions
- Results
- What's Next?

The Problem

- Sosland had 3 premium, paid newsletters with manual deployments, sign-ups and list management.
- Newsletters were well-established, with a long history of delivering market insights and data to a small list of professionals who depend on the information to make informed decisions.



Challenges

Management

- Managing audience data and payment history through Excel led to lost revenue and opportunities
- Deploying emails out of Outlook didn't provide insights on engagement
- Renewal efforts were time-consuming and inefficient

Growth

- Using a manual sign-up process without a subscription form created an obstacle for growth and revenue
- Limited tools to promote without being integrated with Omeda

Solutions

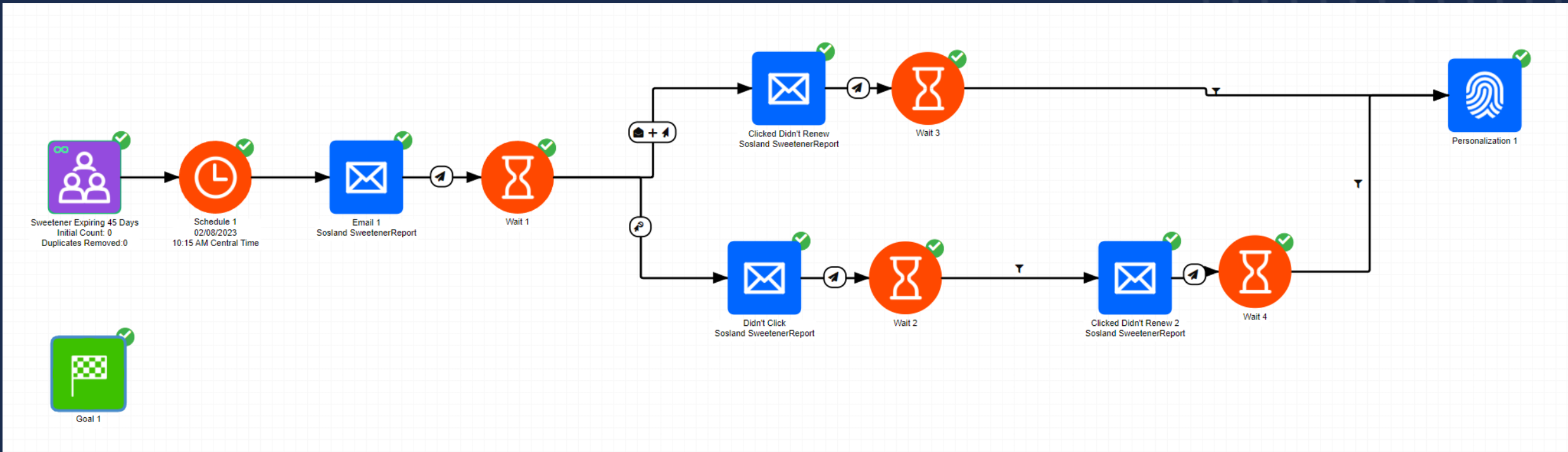
Management

- Migrated existing list into Omeda, resulting in more robust audience profiles
- Created a recurring email series for each newsletter, with the ability to auto-populate necessary data
- Automated renewal efforts with Odyssey

Growth

- Created new forms that allow for sign-up and payment in one place, as well as offer auto-renewal
- Leveraged Omeda's personalization tool to reach subscribers that missed or ignored email efforts

Odyssey



Results

Auto-Renewals

67% of individual subscribers have opted into auto-renew payments each year.

New Subscribers

Sweetener Report has **grown its audience by 22%** since migration.

Market Focus has **grown its audience by 40%**.

Engagement

Engagement and deployment history has improved customer service, as well as provided insight into reader interests.

Auto-Renewal

Your Information

*Fields with * are required.*

First Name *	State / Province * (not required outside US and Canada)
<input type="text"/>	<input type="text" value="Select One"/>
Last Name *	Zip / Postal Code * (not required outside US and Canada)
<input type="text"/>	<input type="text"/>
Job Title *	Country *
<input type="text"/>	<input type="text" value="UNITED STATES"/>
Company *	Phone *
<input type="text"/>	<input type="text"/>
Address 1 *	Mobile Phone
<input type="text"/>	<input type="text"/>
Address 2	E-mail Address *
<input type="text"/>	<input type="text"/>
City *	Confirm E-mail Address *
<input type="text"/>	<input type="text"/>

AUTOMATIC RENEWAL
Select auto-renewal to keep your membership active without having to resubmit each year.

I understand that my subscription will automatically renew. I will be notified via email approximately 30 days before my payment is processed with the date my subscription terminates, the renewal rate, and how I can cancel my subscription if needed. I understand that my subscription will renew if no action is taken and that I will be charged via the payment method I originally selected.

SOSLAND MARKET FOCUS

Name On Card

Card Number

CVV Number

Expire Date

Select...

Select...

Billing Information

Billing Address Street Address

Billing Address City

Billing Address State

Billing Address Zip Code

Billing Address Country

Submit

What's Next?

- Incorporate Omeda's metering tool to protect assets and improve reader experience
- Utilize onsite promotions through Personalizations to drive new audiences with similar website behaviors to subscribe
- Improve group subscription process



Q&A

Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at [Omeda.com](https://www.omedacorp.com).

