Reed Case Study

Increasing Email Efficiency

Part of the Reed Elsevier media conglomerate, Reed Business Information Australia (RBI), is a B2B publishing organization with 50 websites, 40 magazines and numerous events, exhibitions and directories.

The Challenge

Prior to implementing Hurricane Server, RBI Australia used a clustered set of MailEnble servers to send out their opt-in newsletters for their various publications. As volume increased they began to see deficiencies in this solution in the form of long lead times for emails to get through the servers, and non-delivery of emails. This created a big problem for their advertisers who were paying for ads contained in the newsletters. It was RBI's goal to make sure these newsletters were in their subscriber's inboxes by first thing in the morning to maximize viewership. They were not able to achieve this goal with their current solution.

Why Hurricane Server?

RBI Australia looked at several solutions to their problem and placed their trust in Hurricane MTA Server for the following reasons:

•Increased Deliverability
•Easy Integration with existing in-house systems
•Automated Bounce Handling

Increased Deliverability

As many publishers and marketers realize, sending bulk email to subscribers can often be a challenge, especially when email is being delivered to the large consumer email domains such as Yahoo, AOL, MSN, etc. RBI knew they were having problems getting email delivered when people started complaining that they weren't receiving the newsletters they signed up for. They also had very little insight into the actual problems they were experiencing with specific ISPs. Hurricane MTA Server provided a platform that would enable RBI to easily identify deliverability problems and help prevent them from occurring in the future.

"Hurricane Server significantly increased our delivery rate. We generated more traffic to our sites and a greater return for our advertisers. More importantly we can keep our relationship with our readers alive retaining brand loyalty and future proofing our business."

**Ben Sole
Chief Operating Officer - Online
RBI Australia**

Industry
Publishing

Key Benefits
-Increased deliverability by 12%
-Achieved greater delivery insight through integrated bounce management
-Seamless integration with In-house database systems
-Increased web traffic and advertiser satisfaction

Product
-Hurricane Server

Development Environment
- Microsoft Windows .NET

Very quickly after installing Hurricane MTA Server and having it deliver their newsletters, RBI, with the help of SocketLabs, was able to identify several delivery problems and correct them leveraging the Smart Delivery Rules that are shipped with Hurricane MTA Server. In addition, RBI was able to leverage email authentication standards like DomainKeys, DKIM and SPF when sending their email, which also increased their deliverability and reduced sending problems with the larger ISP domains.

Easy Integration

RBI Australia leveraged several in-house systems for managing subscribers and content. They wanted to not only continue to leverage these systems but also extend them with the information about their email newsletter program. The additional data from their email campaigns provided greater insight into their newsletter's effectiveness to engage their subscribers and drive traffic to their publication websites.

Through the .Net plug-in API supported with Hurricane MTA Server, RBI was able to easily integrate their email campaign data into existing in-house databases and systems. Hurricane MTA Server's real time, .Net API gave RBI immediate access to campaign effectiveness that they didn't previously have.

Automated Bounce Handling

Prior to implementing Hurricane MTA Server, RBI had been managing bounced emails manually. This could be a time consuming and less accurate process, and often caused delays in understanding delivery problems. Using Hurricane MTA Server's built-in bounce processing and the real-time .Net API, RBI was able to automate email bounces in real-time and update their own internal databases with important information regarding their email delivery. Because Hurricane MTA Server is always able to identify a bounced message with the original email, RBI was able to get a much clearer picture of their deliverability and react much more quickly to potential problems.

Overall Effectiveness Increases

RBI Australia deployed Hurricane MTA Server as a central part of its publication email strategy. In a very short time, RBI was able to identify key deliverability problems, increase throughput, and speed up email newsletter delivery to meet internal goals. Hurricane MTA Server has helped RBI Australia increase revenue and web traffic through more reliable delivery of email to its subscribers.