

Pontiflex and Responsys Optimize User Acquisition and Email Engagement for BabyCenter

Pontiflex and Responsys Optimize User Acquisition and Email Engagement for BabyCenter

Introduction

BabyCenter, a Johnson & Johnson company, is the voice of the 21st Century Mom® and modern motherhood. As the web's #1 interactive parenting network, it has nurtured more than 100 million parents since its launch in 1997, providing moms everywhere with trusted advice from hundreds of experts around the globe, medical advisory board-approved information, friendships with other moms, and support at every stage of their child's development.

In this case study, we will look at how BabyCenter partnered with Pontiflex and Responsys to drive results. Specifically, BabyCenter:

- Optimized the performance of its signup advertising campaigns
- Added more than 600,000 new users to its contact database
- Maximized newly acquired users' engagement with its email newsletters

Connecting with New Users

BabyCenter's content is tailored specifically to meet the needs of new and expecting parents—meaning that it can reliably count on losing subscribers every time its users' babies outgrow their infancy. Needless to say, constantly adding new and expecting moms to its contact database is crucial to BabyCenter's success.

BabyCenter has used a variety of user acquisition tactics over the years, which have included signup advertising campaigns on 3rd party web sites. However, prior to using Pontiflex, these campaigns lacked transparency, and BabyCenter didn't have insight into where exactly its new users were opting-in.

By moving all signup advertising campaigns to Pontiflex, BabyCenter gained total transparency into where it runs its signup ads, which has enabled the company to map the lifetime value of each opt-in source and make smarter decisions about where it runs its signup ads on an ongoing basis. Sources that generate users with the highest open and click through rates are prioritized, and weaker sources are eliminated.

In addition, the transparency of Pontiflex's platform has helped ensure that BabyCenter's brand integrity and online reputation are protected, since each individual opt-in source/publisher is vetted and pre-approved by BabyCenter, and its logo and signup ads never appear on less than desirable web sites.

“The transparency of the Pontiflex platform has improved our user acquisition efforts on every level – from the quality of the new users we attract, to the volume of moms who sign up to get information from BabyCenter on a daily basis.”

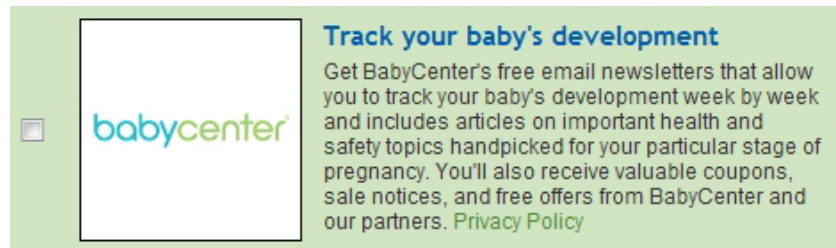
- Sarah Buckenberger,
Director of Customer
Acquisition, BabyCenter

“With Pontiflex, we can focus our acquisition efforts and be there for mom, wherever she is and whenever she needs us,” says Sarah Buckenberger, Director of Customer Acquisition for BabyCenter. “The transparency of the platform has improved our user acquisition efforts on every level – from the quality of the new users we attract, to the volume of moms who sign up to get information from BabyCenter on a daily basis.”

With Pontiflex, BabyCenter added more than 600,000 new subscribers to its contact database in 2010, and saw a 100% increase in the lifetime value of users acquired through Pontiflex versus its legacy efforts.

“By using Responsys, we are able to deliver highly relevant, customized email campaigns that optimally engage moms at every stage of their pregnancy and beyond.” ”

- Lindsay Blanding,
Email Marketing Manager,
BabyCenter



BabyCenter uses Pontiflex to run signup ads on contextually relevant publisher web sites such as PlanningFamily.com and ParentingWeekly.com. The ads clearly explain what people are signing up for, and new users are able to opt-in.

Following Up With Relevant Email

As part of its lifecycle marketing approach, BabyCenter instantly follows up with newly acquired subscribers through an automated welcome program. Emails are delivered inviting new subscribers to visit the BabyCenter web site and take advantage of specific content sections. These messages are highly personalized, based on information acquired at the point of data collection (such as baby due date), and begin a communication strategy that is dynamic and highly tailored to each recipient.

“A woman in her first trimester is going through a much different experience and has much different needs than one who is about to deliver,” says Lindsay Blanding, Email Marketing Manager for BabyCenter. “By using Responsys, we are able to deliver highly relevant, customized email campaigns that optimally engage moms at every stage of their pregnancy and beyond.”

In addition to sending the right messages to the right moms, BabyCenter sets business rules in Responsys that optimize the timing and frequency of messages, driving maximum engagement.

“Responsys’ functionality has increased our ability to test templates and subject lines and has also made inserting dynamic content into our newsletters much more efficient,” says Blanding. “This allows us to keep our email program on the cutting-edge, and to test new tactics before rolling out massive changes.”

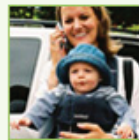


feathering the nest

milestones

Do you have an uncontrollable urge to clean and organize every drawer and closet in your house? Have you stenciled every last inch of the nursery? The nesting instinct has kicked in! It's fun [preparing for your baby](#), but don't exhaust yourself. Baby clothes don't need to be ironed – really.

> Record this milestone



Must-haves for the first six weeks

Find out what you'll need in those first few weeks after you bring your baby home.

ADVERTISEMENT



Newborns use up to 60 diapers a week. Don't forget to add Pampers Swaddlers to your registry. [Start Now](#)

Recommended for you

- » [Babyproof your nursery](#)
- » [What to pack in your labor bag](#)
- » [Create your own birth plan](#)
- » [Budgeting for a baby](#)

Get more BabyCenter [Invite your significant other](#) [Invite friends](#)



BabyCenter customizes its emails with content pertinent to moms in their specific stage of pregnancy and with compelling calls-to-action to explore various sections of its website. With its massive reach and high levels of user engagement, BabyCenter also monetizes its email with relevant 3rd party offers from top brands.

pontiflex

responsys®

Benefits of the Pontiflex-Responsys Technology Integration

By integrating Pontiflex's industry-leading user acquisition technology with Responsys' best-in-class interactive marketing suite, marketers are able to maximize the effectiveness of both. Key benefits of the integration include the ability to:

“Our goal is to give moms the best experience possible. That’s why we’ve partnered with the industry leaders: Pontiflex for user acquisition and Responsys for interactive marketing. It all maps back to serving our moms.”

- Sarah Buckenberger,
Director of Customer
Acquisition, BabyCenter

- **Replenish and grow marketing lists.** Marketers on average lose 30% of their housefiles each year to natural attrition (people opting out, changing email providers, etc.) Moreover, many who remain on lists become inactive. The partnership between Pontiflex and Responsys enables marketers to constantly replenish and grow their email lists with engaged new users, driving higher open and click-through rates and maximizing email marketing ROI.
- **Optimize signup ad campaigns and follow up messaging performance.** Marketers can map each new signup to its Pontiflex opt-in source, and then easily track each source's lifetime value through Responsys. This facilitates the most intelligent decision-making when selecting publisher sites for future signup advertising campaigns. It also can be used to enhance segmentation and the relevancy of email marketing programs deployed through Responsys.
- **Transfer data in real-time.** Marketers can begin communicating relevantly with new subscribers in real-time and avoid the hassle of costly and time-consuming new integrations. New user acquisition and messaging campaigns can be up-and-running in a matter of days.

“Our goal is to give moms the best experience possible,” says Buckenberger. “That’s why we’ve partnered with the industry leaders: Pontiflex for user acquisition and Responsys for interactive marketing. It all maps back to serving our moms.”

www.pontiflex.com

www.responsys.com

pontiflex

responsys®

About Pontiflex

Pontiflex is the industry's leading email and social acquisition platform. Pontiflex's technology makes advertising relevant by connecting people to the brands that matter to them. Pontiflex lets people sign up for ads on websites, social media applications and blogs and get deals and information from brands and organizations that they like. Advertisers only pay for sign ups -- the actual data from people who have chosen to hear from them. Be it moms who sign up for the Kimberly-Clark HUGGIES "Enjoy the Ride" Loyalty Program, pet lovers who sign up to help save animals with the ASPCA, or shoppers who sign up to get fashion insider information from Tommy Hilfiger, millions of people use Pontiflex every day to receive the right ads from their favorite brands and organizations.

About Responsys

Responsys helps companies execute highly effective marketing campaigns across key interactive channels — email, mobile, social, and the web. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high ROI, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: Avis Europe, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, Lands' End, LEGO, Men's Wearhouse, PayPal, Qantas, Southwest Airlines, StubHub, and UnitedHealthcare.

Want to Learn More?

Pontiflex
45 Main Street, #636
Brooklyn, NY 11201
(800) 420-6086
sales@pontiflex.com

Responsys
900 Cherry Avenue, 5th Floor
San Bruno, CA 94066
(800) 624-5356
sales@responsys.com

www.pontiflex.com

www.responsys.com