



# Meredith's Path To Scaling Newsletter Subscriber Acquisition Efforts



## About Meredith

Meredith Corporation is a publicly held media and marketing services company that engages consumers through local and national media groups covering entertainment, food, fashion and lifestyle, news, business and finance, and more. For over 100 years, Meredith has been a dominant force in the publishing industry, establishing and growing brands such as People Magazine, Country Living, AllRecipes.com, and dozens of others.

## Executive Summary

As their newsletter subscriber acquisition efforts grew and evolved, Meredith began facing more challenges with integrations and capturing leads safely and effectively, among others. As a large organization looking to scale their newsletter subscriber acquisition through emerging lead generation platforms, Meredith was in dire need of a platform that could help capture and manage massive amounts of data from safe sources.

By implementing the ActiveProspect platform, Meredith was able to easily onboard and test out new partners and platforms, protect their database from duplicate and bad email addresses, and eliminate manual newsletter subscriber capturing processes.

## The Challenge

Meredith captures emails from a variety of sources and platforms to run a sophisticated and constantly evolving newsletter subscriber acquisition operation. However, ingesting data from so many sources often led them to face these challenges:

- ▶ Juggling dozens of integrations
- ▶ Identifying duplicate, bad or fraudulent email addresses
- ▶ Standardizing data
- ▶ Capturing Facebook Lead Ads
- ▶ Testing new partners and platforms

Meredith's goal was to effectively scale their multi-channel efforts and stay on the forefront of emerging lead generation platforms such as Facebook Lead Ads, YouTube, and LinkedIn. This required a platform that can capture emails from any source and deliver clean and accurate data to their database in the appropriate format.

Without a platform in place, Meredith was stuck inside manual processes, working with each partner individually to structure calls that the database would be able to read and accept and apply appropriately. They then needed to complete the extra step of email validation checks, done either by the vendor ahead of time or via an intermediary party.

## The Solution: ActiveProspect

Meredith ultimately chose ActiveProspect's platform to manage their newsletter subscriber acquisition operation. ActiveProspect's LeadConduit solution is a real-time lead optimization tool that enables marketers to capture emails from any source, filter and reject bad data, and deliver emails to any database, CRM, or marketing automation platform.

ActiveProspect's ability to handle data in a variety of formats now enables Meredith to easily onboard and test out new partners and platforms.

**“ActiveProspect efficiently takes a variety of incoming source data and simply structures it, packaging it up to a format that our database expects.”**

For example, one of Meredith's partners sends multiple leads per API call, which made it difficult to separate and normalize data into unique records. ActiveProspect found a solution in a matter of days so that “LeadConduit could identify the first lead and then break out the subsequent leads in the call and treat them all appropriately, which is fantastic. I put the same request out to our other partner at the same time and I still don't have an answer,” Darrin says.

ActiveProspect also helped efficiently scale and optimize their Facebook Lead Ad campaigns by moving from manual CSV uploads to an automated integration enabling advanced routing, validation and delivery. Eliminating the manual processes required to capture emails from Facebook and other sources allows Darrin to focus his time on evaluating the quality of the newsletter subscribers from each source.

One of the first things Darrin did when he was introduced to ActiveProspect was to begin testing the available email validation integrations. “We weren't doing much at the time to scrutinize and decline emails that came into our database,” he explains, “and that was at a point where the big email providers were giving more serious consideration to spam and mailing to bad emails.” LeadConduit's variety of integrations allowed Meredith to conduct a “bake-off” to test service providers to optimize each step of their newsletter subscriber acquisition process.

ActiveProspect's library of integrations also includes data enhancement services that add additional data points to the newsletter subscriber's profile, including everything from email and phone validation to user demographic information. Additionally, Meredith chose to implement ActiveProspect's SuppressionList feature to prevent duplicate email addresses from entering their database.

ActiveProspect eases the burden of operations on

businesses by making often costly and difficult to manage processes easy for anyone to implement -- even those who may not be as tech-savvy. Darrin appreciates the platform's ease of use, noting:

**“I'm a data guy for sure, but I'm not an engineer and I'm not a developer. So ActiveProspect's platform makes things really easy to do.”**

## The Results

Working with ActiveProspect, Meredith was able to:

**Effectively scale**  
their multi-channel efforts  
and stay on the forefront  
of emerging lead  
generation platforms.

**Easily test**  
and onboard  
new partners and  
integrations

**Efficiently scale**  
and optimize their  
**Facebook Lead**  
**Ad** campaigns

**Standardize data**  
and eliminate duplicate  
and fraudulent email  
addresses

## Conclusion

With ActiveProspect successfully managing Meredith's newsletter subscriber acquisition channel, they now have the ability to quickly try out new lead sources, run tests, iterate, and optimize. The future for Meredith, Darrin says, will include “evaluating sources of engagement and interaction with consumers.”

“We believe the diversity of our lead sources will increase, and with the help of ActiveProspect, we can rapidly identify whether the leads from what we test are as good as what we can get from other sources or not.”

Partnering with ActiveProspect has enabled Meredith to scale their operations by easily integrating with new partners and platforms, as well as protect their database from duplicate and bad email addresses. With the support of ActiveProspect, Meredith has become well-equipped to take advantage of new newsletter subscriber acquisition opportunities and remain a leader in the publishing space.