

DailySale Case Study

Dailysale grew opt-in email subscribers 30X using ActiveProspect



About DailySale

DailySale.com is an ecommerce website that leverages internet trends and discounts to offer customers a tailored and personalized shopping experience. Geared towards offering the lowest price on in-demand products, DailySale leans heavily on email subscriber acquisition and email marketing to drive sales. As President, Jay Hofstatter transformed their email subscriber acquisition process by partnering with ActiveProspect.

The Challenge

Because DailySale relies on email marketing, scaling the business requires constantly acquiring new subscribers and improving the quality of their email database. Unfortunately Jay discovered it was increasingly difficult to do this effectively as the size of their database grew.

They were dealing with three challenges:

- **Add variety in email acquisition**
- **Ever-increasing duplicate rate**
- **Data quality**

DailySale needed to be able to quickly find, integrate, and test new partners who could generate quality subscribers for their business. As they scaled the campaign it was important to cast a wider and wider net for potential sources. They wanted to be able to quickly onboard new partners and optimize the spend or eliminate them if necessary.

As they grew, it became increasingly difficult to find unique new subscribers. Duplicate rates could get as high as 50% with some partners. “We were trying to eliminate duplicates, but our vendors didn’t have any way to know who was already a subscriber” said Jay. With no means for vendors to determine if DailySale already had a lead in their database before displaying their offer, he had no choice but to buy leads and hope he was getting unique email addresses.

Jay also noticed that their bounce rate was high as they tested more partners. This meant that on top of spending money on leads already in their database, they were paying for poor quality email addresses that were not receiving their promotions at all. Beyond the wasted media spend for junk email addresses, high bounce rates can damage email sender scores, resulting in poor email deliverability if the issue persisted. Jay knew change was critical.





The Solution

DailySale partnered with ActiveProspect to solve these email subscriber acquisition challenges. Jay worked closely with the ActiveProspect Client Success team to craft a custom lead flow in LeadConduit. The lead flow was designed to only let unique quality subscribers into their email marketing platform and reject the subscribers that didn't meet their criteria in real-time.

LeadConduit serves as a central hub for managing their various sources of new email subscribers, such as landing pages and third party lead vendors. LeadConduit addresses integration challenges with his partners and provides them real-time responses about whether or not a lead is acceptable. In addition, it provides web-based reporting about the number of leads accepted and rejected over time. Implementing LeadConduit allowed Jay and DailySale to have a buffer between their database and the incoming leads. This way he could automatically identify leads that were worth buying.

To prevent purchasing duplicate subscribers, Jay utilized ActiveProspect's SuppressionList product. This allows him to check in real time if he has previously received a particular email address. If the email is on the list, he does not buy the lead. SuppressionList is automatically updated with each new subscriber.

Simply stopping leads from entering his database was only half the battle. Jay also wanted to improve efficiency and not receive duplicate leads at all. This is where the SuppressionList "pre-ping" feature came into play. This allowed vendors to see if a user was in the database prior to giving them the option to sign up for the DailySale newsletter. Unique users would then see the offer, and duplicates would not even get a chance to sign up. In this way, both publisher and advertiser benefitted from the pre-ping, saving wasted impressions for the lead providers, and media spend for the advertiser.

On top of eliminating duplicates, LeadConduit also helped improve DailySale's bounce rate and sender score. Once leads are submitted to LeadConduit, the flow was configured to verify email deliverability using a built-in integration with Towerdata. LeadConduit has the ability to make real-time decisions on inbound subscribers based on the data from TowerData.

Lastly, unique and valid email addresses are delivered directly to DailySale's Email Service Provider (ESP). DailySale experimented with various ESPs and switched services more than once through the course of using LeadConduit. With each change, the ActiveProspect team quickly deployed new integrations for each service, to ensure DailySale would never have an interruption to their lead acquisition process. DailySale was able to swap email marketing systems without even notifying his various media partners.



Results

With the help of ActiveProspect, Jay was able to grow his database by 3,100% by dramatically improving the efficiency of his email subscriber acquisition process. Jay used a combination of ActiveProspect services including implementing a duplicate pre-ping process with SuppressionList and a custom lead flow in LeadConduit including TowerData's email verification service. These process improvements resulted in a **44% savings** in unnecessary media spend, that he was able to reinvest in acquiring new quality subscribers

According to Jay, *"ActiveProspect helped to improve our process in a way that allowed us to scale our business effectively. Since we implemented their services and started working with their team, our conversion rate has increased by 10%."* Furthermore, Jay is able to constantly optimize his acquisition process and easily make changes going forward.