Greater London Authority uses Iris as broadcast email tool

Business need

The Greater London Authority required a mass email distribution tool to use when sending out broadcast emails to large groups of Londoners, on behalf of the Mayor.

This tool was to replace the use of "BCC" within outlook, and to provide campaign analytics to improve the marketing intelligence around the use of email.

GREATERLONDONAUTHORITY

MAYOR OF LONDON

The solution

The GLA used the email modules within Iris to set up and manage their outbound email marketing campaigns.

The GLA also used the 'text to email' functionality, that allowed Londoners to text into a keyword with their name and email address to receive an SMS reply confirming the details and triggering an HTML email (sent with attachment if necessary) to be forwarded to their submitted address. Iris can 'verify' that the submitted address is in the correct format, and send an error message if the formatting is not recognised.

The GLA designed their own email templates and managed merged eBroadcasts from uploaded external files as well as existing subscriber groups within their database within Iris. Social Media Tagging was implemented – allowing recipients to post a link to the GLA message they have just received on their chosen social networking site.

Functions

- Email templates
- 'Blank' HTML email template
- Broadcast
- Subscriber Groups
- Subscriber upload from .csv
- Database build of linked names, mobile numbers, email addresses and other fields
- Subscriber groups segmented around highlighted topics of interest
- Automatic opt-out handling and blacklisting to prevent accidental outbound email receipt.
- Automatic and real-time email analytics (open rates, click-throughs, delivery receipts and failures etc)

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