



Postup Streamlines its Sales Development Process with Notablist

Customer Background

PostUp is the leading Email Services Provider (ESP) to the publishing and media industry. They provide a core email technology platform, in addition to Audience Development technology and services that maximize email audience growth and audience lifecycle conversion into products like digital subscriptions. They are unique among ESPs in that they focus exclusively on publishing and media and have a team that lives and breathes the publishing business model. This allows them to be true partners with their clients in the strategy and tactics of driving positive business outcomes.

Challenges

According to Grace Edmiston, Sales & Marketing Operations Manager, conducting research on prospective customers was time-consuming and prone to error.

“PostUp’s sales process is front-loaded,” says Edmiston, “in that we do a lot of advanced research on our prospects before reaching out to them.” One of the problems PostUp faced, was that much of that research was manual. This made it difficult for them to identify the ESP and other technologies prospects use.

“We were also looking to get a deeper view into our prospect’s email programs, says Edmiston. “For example, we wanted to know how long they had been with their current ESP, and how frequently they sent with their ESP versus other ESPs. We were also specifically looking to identify prospects sending off of shared vs. dedicated IPs.”

The bottom line is that the PostUp sales team often had to guess which ESP their prospects were using. And if they wanted to know how long that prospect had been with their current ESP, they usually had to ask.

CHALLENGE

- Inefficient and ineffective research on prospective customers

SOLUTION

- Find a competitive intelligence service – Notablist – that could handle all their needs

RESULTS

- Streamlining of sales process
- Increased customer retention
- 25% reduction in research time

The Solution

When it came to choosing a competitive intelligence service, PostUp was looking for a solution to take the guesswork out of their prospect research process and give them more time to focus on actual analysis of the prospect, rather than data collection.

“We were also looking for a service that could help to fill in the gaps with our other data providers,” says Edmiston.



Of particular importance to the sales team at PostUp were the easy-to-digest charts Notablist uses to display a prospect’s historical sending data, which helps them understand how long the prospect has been with their current ESP, what ESPs they have worked with in the past, and what ESPs they previously trialed but chose not to move forward with.

Notablist’s technology tracking is something that none of my other providers offer – it’s a huge help in my day-to-day.

*Grace Edmiston,
Sales & Marketing Operations Manager*

The Results

When asked about the results of using Notablist, Edmiston says, “Well, our research process is now significantly less manual! We’re able to use Notablist to quickly identify what AdTech provider a brand uses, we can easily access creatives, and we can see their current and historical sending cadences and use that to derive more information about their relationship with their current ESP.”

Our more efficient research process has saved us time, money, and sanity. Whether it be on the data side or a quick one-off question from our sales team, we’re able to provide the information much more quickly and reliably now that we have access to Notablist.

*Grace Edmiston,
Sales & Marketing Operations Manager*

PostUp also uses Notablist’s email technology change report to spot whether any of their customers are evaluating new ESPs. However, some advantages are more difficult to quantify, “according to Edmiston: the kind of benefits that keep customers happy, and sales teams sane.

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About Notablist

Notablist is a real-time competitive intelligence platform for the email marketing landscape. We help sales and marketing teams succeed by providing actionable insights on the sending practices of over 500,000 brands worldwide.

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