

 Campaigner

A Case Study in
Personalised and Efficient
News Delivery

TheBusinessDesk  .COM



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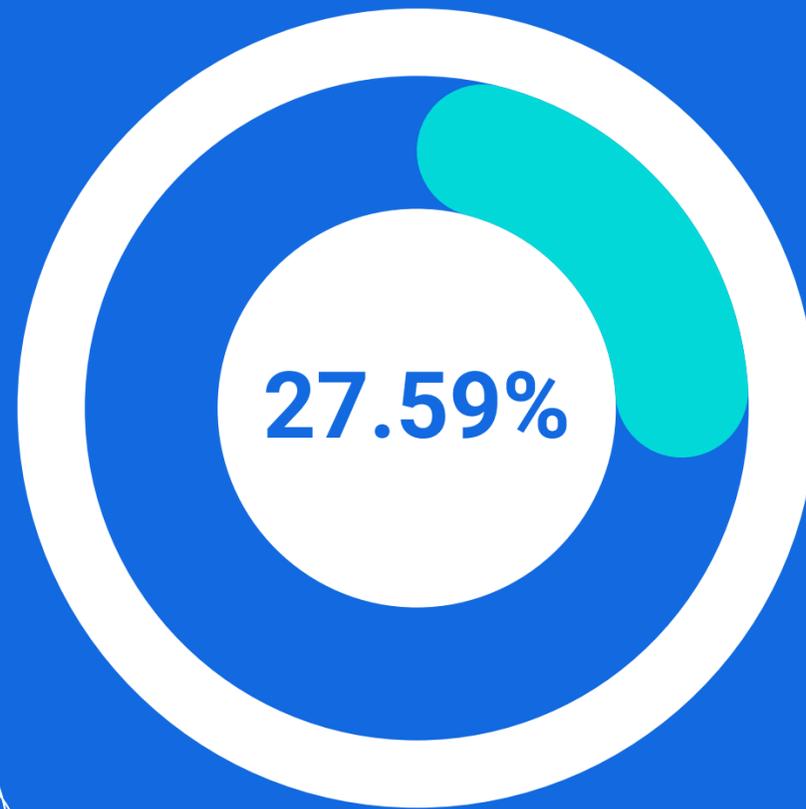
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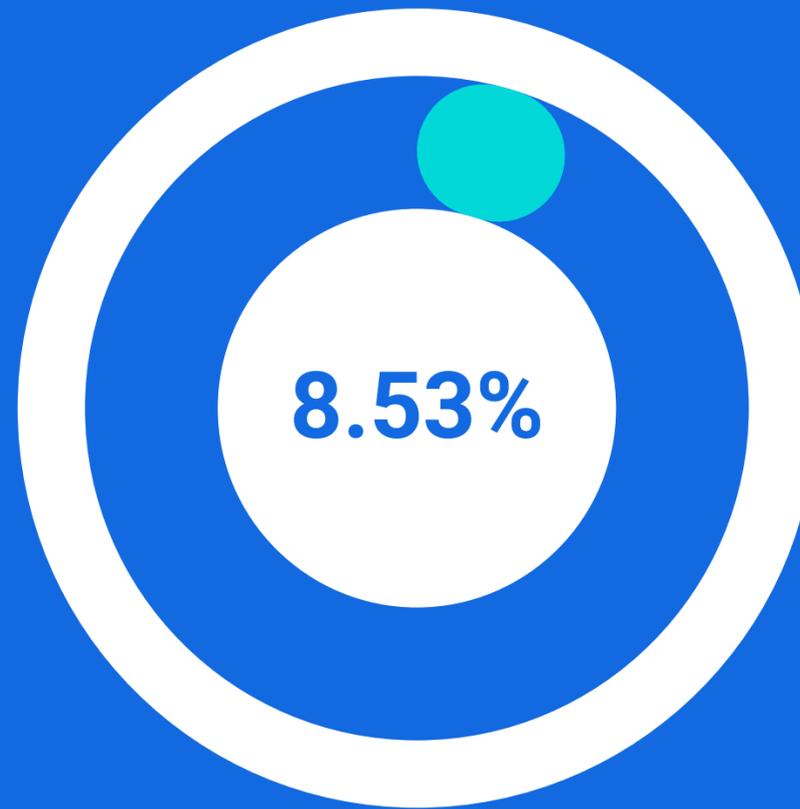
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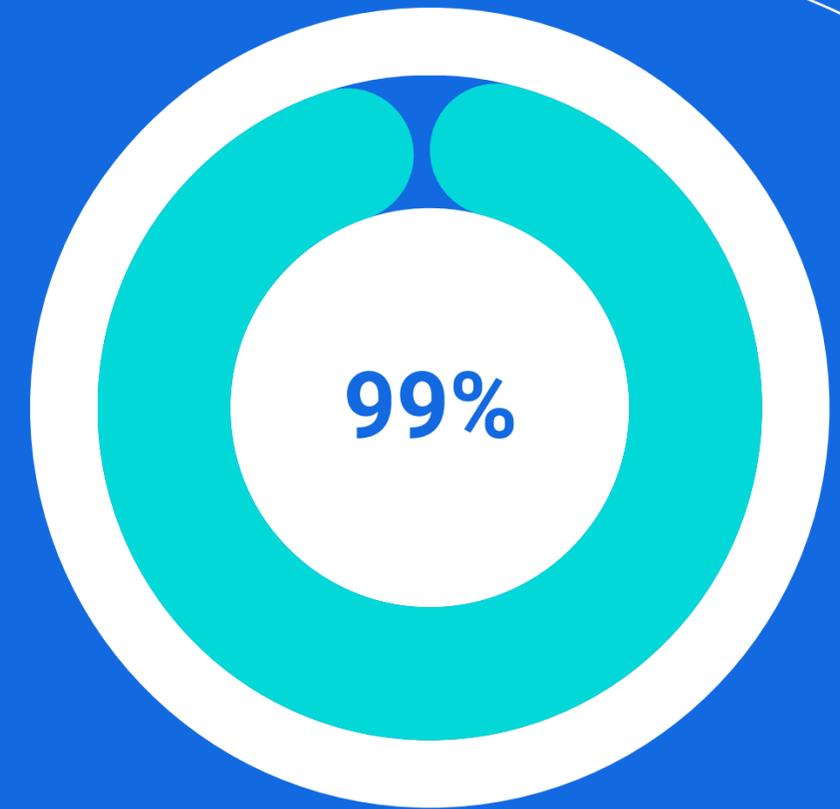
Past Year Averages:



Open Rate



Click-Through Rate

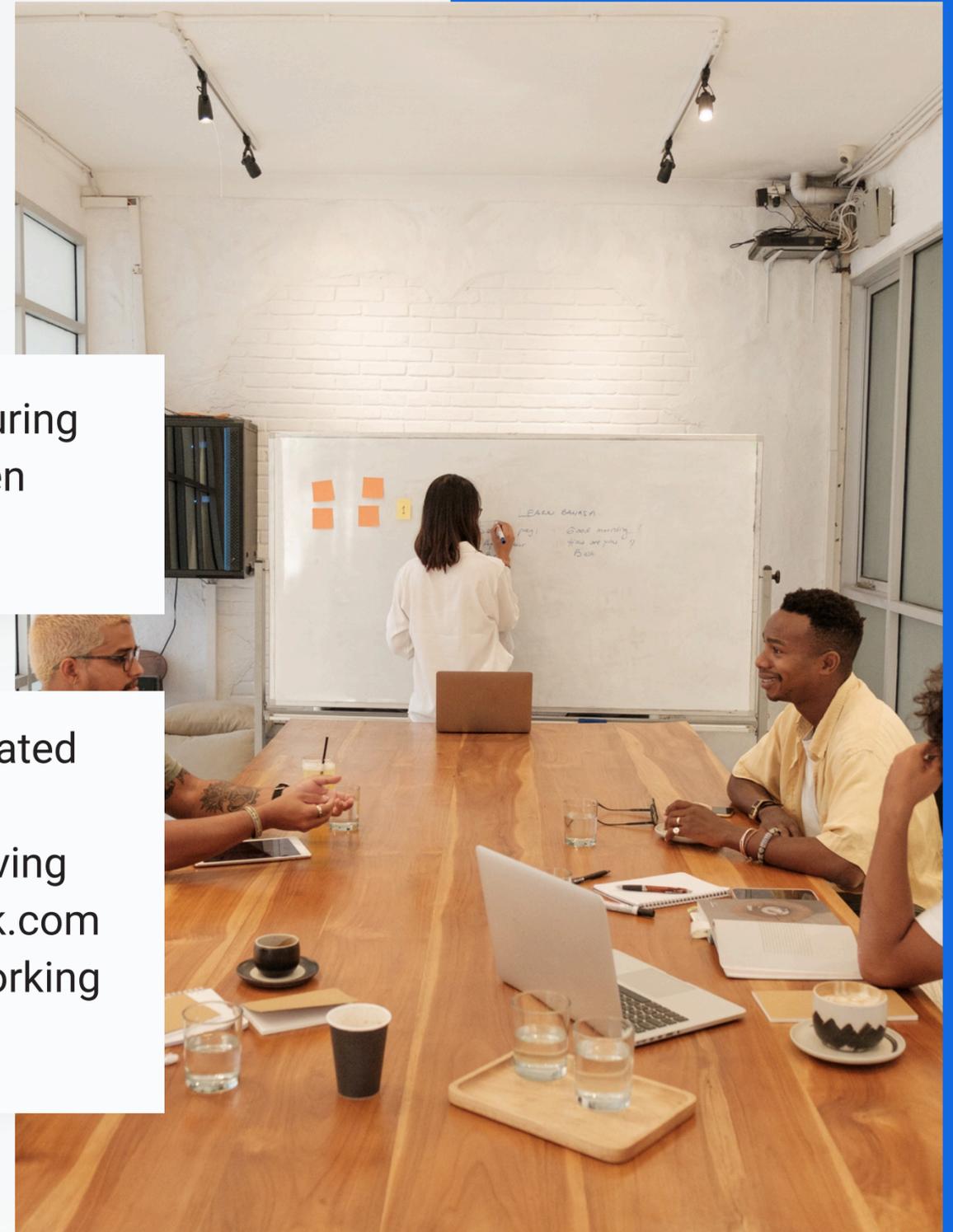


Delivery Rate

TheBusinessDesk .COM

We have been working with Campaigner for over half a decade. During this time, Campaigner has been making sure our readers have been receiving the information they need, when they need it.

Campaigner's cloud-based, always accessible software and dedicated UK team enables TheBusinessDesk.com to integrate seamlessly, broadcasting our campaigns and helping to execute our ever-evolving email marketing strategy. By using Campaigner, TheBusinessDesk.com keeps our readership up to date with the breaking news and networking events in their area.



As the market leader for delivering regional news,
TheBusinessDesk.com's success relies upon:

No. 1

Sending personalised news
curated per region.

No. 2

Being able to deliver breaking
news quickly and efficiently.

No. 3

Maintaining our position as the
market leader in business news.

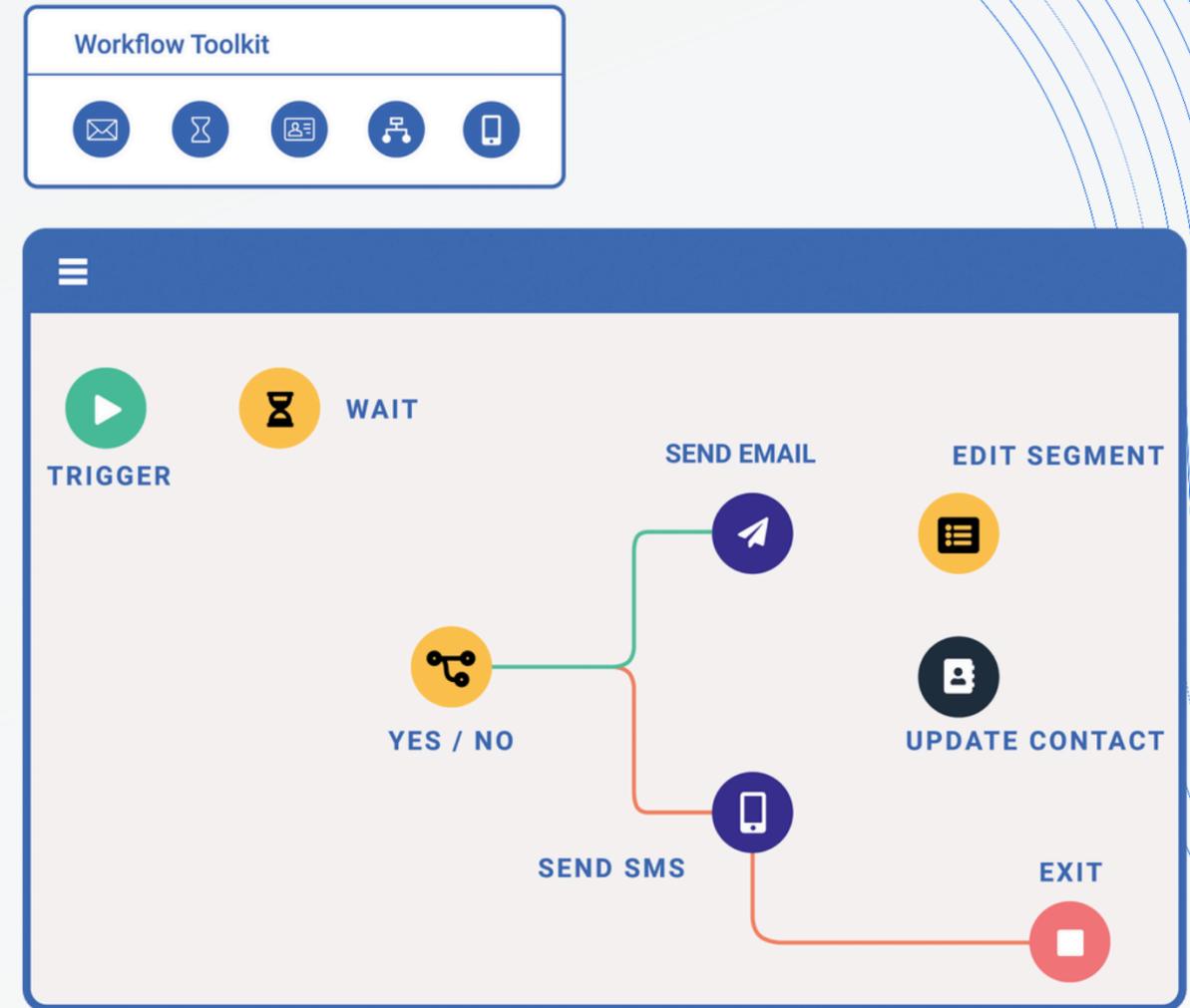


So How Did Campaigner Do It?

Campaigner's customisable **Mailing Lists** and **Segments** provide an intuitive way to target subscribers based on their regions, interests and preferences, ensuring tailored campaigns reach the right audience at the right time.

“ By being able to analyse past engagement patterns and preferences, we at TheBusinessDesk.com can target events specific to the region and demographics with predetermined lists at the click of a button.

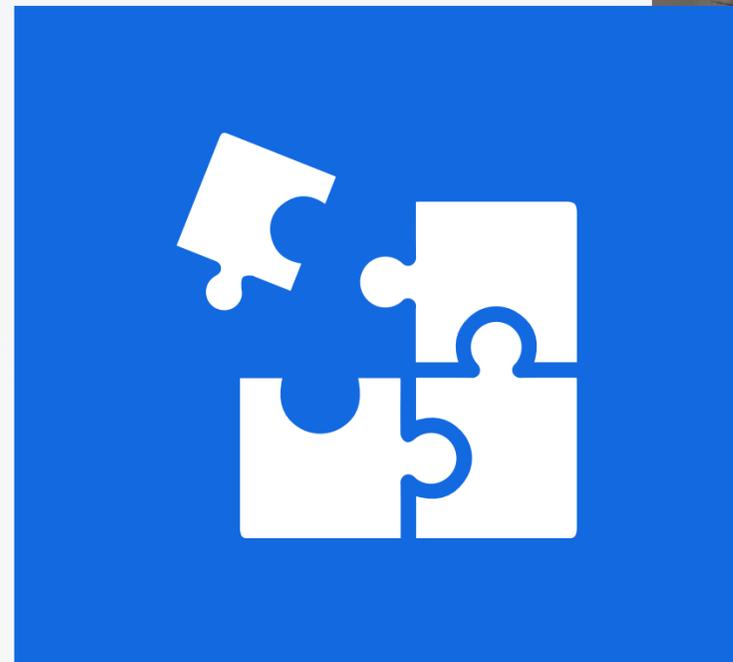
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Campaigner's personalised approach not only enhances the relevance of the campaign, but also amplifies engagement with events, like the South West Property Lunch, which sold out after only four promotional campaigns!

CAMPAIGNER STRATEGY

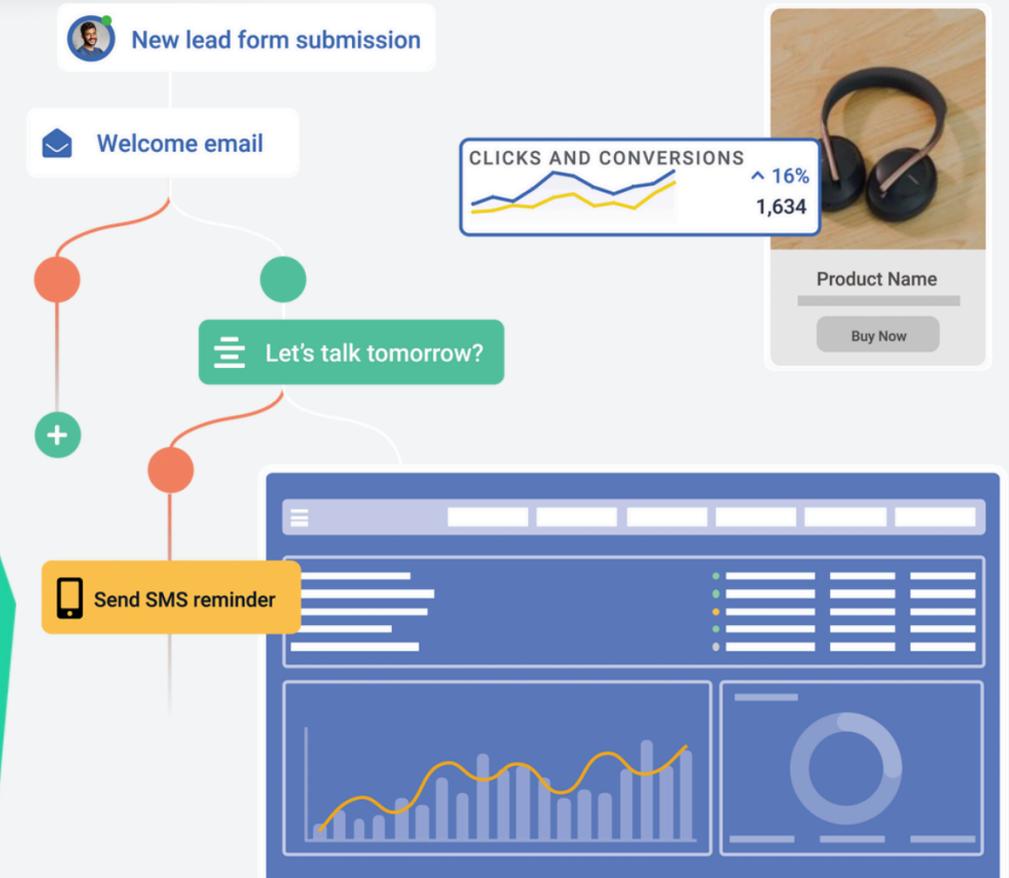
Our **seamless integrations** also simplify the delivery of breaking news emails. By integrating Campaigner's platform with real-time news feeds, we facilitate instant content updates and automated trigger dispatches, guaranteeing that subscribers receive timely updates that could be disrupting their industry.





Campaigner provides industry-leading delivery and ensures clients are up to date with changes in the email landscape. They were able to uphold high inbox placement rates by optimising sender reputation with robust authentication protocols and continuous monitoring of engagement metrics.

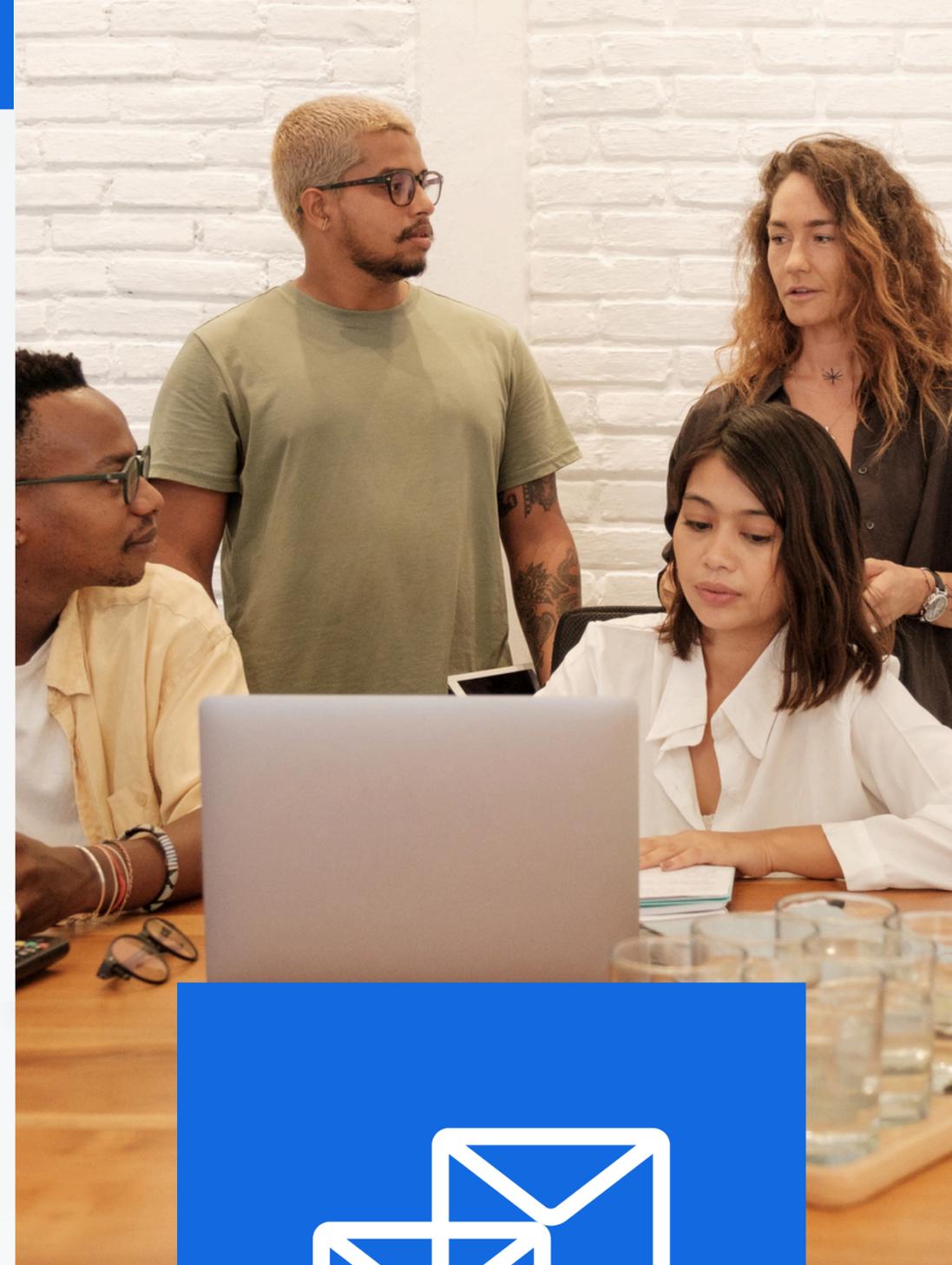
With an exceptionally high delivery rate, Campaigner has been consistently delivering valuable content directly to subscribers' inboxes, solidifying TheBusinessDesk.com's reputation as a trusted source of information and reinforcing their position as the leading trusted supplier for all digital business news.



POSTMASTERS - WITH YOU EVERY STEP OF THE WAY

Campaigner's passion for email runs deep, and we take pride in having a dedicated team ready to jump on a call and assist whenever needed. We are always eager to hear what users are achieving with their sends.

Whether it's our 24/7 Support Team addressing technical concerns, our Postmasters enhancing your delivery, or our dedicated Account Management team, our experienced professionals are committed to understanding your unique needs and providing personalised support that drives your business forward.



GET IN TOUCH

Campaigner



Are your email campaigns performing the same for you and your business?



Get in touch with Campaigner today and we can start planning your success together.

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