

## How “America’s News Feed” Captivated Their Audience Using PostUp’s Audience Development Solution

### COMPANY

Rare is one of the fastest-growing news sites in the United States. Boasting 40 million monthly visits and dubbed “America’s News Feed,” Rare covers national news, politics, culture and more, driving conversation by delivering buzzworthy content Americans like to share.

### CHALLENGE

With millions of monthly visitors, many of whom visit the site multiple times per week, Rare realized it needed a way to monetize its audience and create direct relationships with its readers. To date, the publication relied on outside channels like social media to distribute content, but lacked a well-established email marketing program. In short, Rare needed ways—outside of Facebook and Google, whose algorithms are ever-changing—to focus on ownership of its audience. Rare needed PostUp, and PostUp appealed to their need to be efficient with their resources.

### SOLUTION

As a startup media company without a robust email program, Rare found PostUp to be appealing because of the menu of customized full-service offerings. PostUp provided a custom solution including RSS Automation to make email assembly a breeze, a preference center, and on-site capture widgets through the PostUp Audience Development Solution.

*“One of the big appeals for working with PostUp was the full automation through RSS,”* says Scott Markle, Sr. Director, Audience & Business Development, *“We can have smart emails built out to target users based on what we really think they are going to be interested in.”*

With the RSS integration, Rare was able to automate the mailing process and quickly send out eight category emails per day. They also worked with PostUp to create a triggered welcome email which subscribers receive directly upon signing up. As a result, there was no lag in email collection and mailing new subscribers. This created an opportunity to get visitors back on the site at the height of their engagement.

Contact a PostUp Representative to learn more.

Phone: 877-250-2922 | Email: [info@postup.com](mailto:info@postup.com) | Website: [www.postup.com](http://www.postup.com)



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## The campaign included:

- Over 30 different capture widgets, optimized for user engagement, including mobile and desktop versions, exit-intent lightboxes, and category-specific sign-ups.
- List growth strategies including cross-newsletter promotions which asks subscribers who are already receiving emails to opt-in for more.
- Extensive testing experiments by the PostUp Campaign Management team to ensure lightboxes do not harm KPIs such as page views per visit and bounce rate.
- Deeper segmentation analysis that shows where people came from and where they are going, as well as behavior monitoring for spam complaints and gauging interest in contests.
- Online contests and in-person event strategy for distributing swag or contest entries in exchange for email addresses.
- A custom preference center giving subscribers access to the emails they want, when they want them.
- Paid social media campaigns for targeted growth with engaged subscriber lookalikes.

“One of the things we like about email is that we have ownership over it, and we can control it. We can speak directly to our audience, to our fans, without having to go through some other platform. We can control what goes out, we know what shows up in there, when it shows up, what ads go in there, and how often we want to reach people - all the things we can’t do on Facebook - so it’s a nice way to augment our audience distribution in another way.”

- Scott Markle  
Sr. Director, Audience & Business Development

## RESULTS

The greatest result of this campaign was the number of readers that converted to email subscribers. Rare’s campaign with PostUp resulted in:

- **5X conversion rate** over existing static subscription forms.
- **42% of all subscribers were acquired from on-site capture widgets** that PostUp designed and managed.
- **Another 5% of subscribers came from the Preference Center landing page**, which PostUp also created.
- **52% of unique subscribers now receive more than one newsletter.**

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