

# FLY CREEK CIDER MILL CASE STUDY

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## Campaign Intelligence

### Challenges:

1. Missing images
2. Non-compliant HTML
3. No in-depth metrics
4. Lack of 360° view of recipient interactions
5. Resending to previous bounces
6. Not building email reputation

### Objectives:

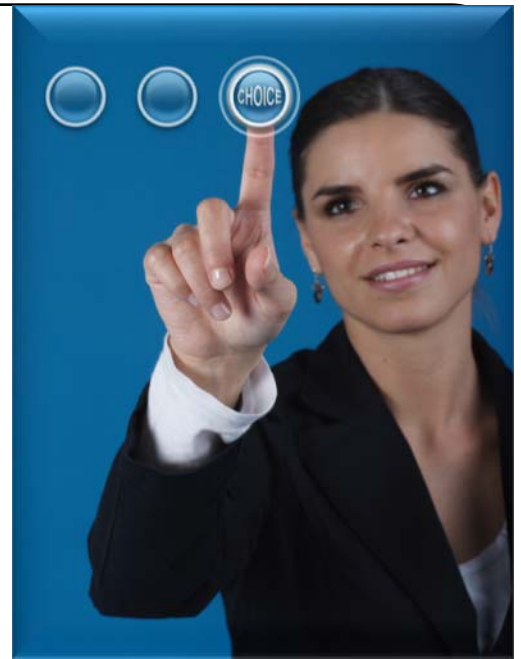
1. Replace existing rudimentary email system provided by the POS vendor software with a more robust and capable email system in order to increase return on investment (ROI) from email campaigns and track results on many levels
2. Provide a visual image of how recipients view and interact with email campaigns.

ZRINITY, INC.

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Fly Creek Cider Mill in Cooperstown New York was ready to start sending emails about their events, news and offerings on a regular and recurring basis. The primary issue, according to Fly Creek President Brenda Palmer-Michaels, was that, “The email system that came with our Point of Sale system wasn’t nearly robust enough to provide us with an actual business-class system that would supply all the metrics and consistency of the look and feel of the emails. The system was just one level beyond using your email client and Blank Carbon Copying the emails to our list base.



“It’s not a big list—only about 5,000—but it was causing email reputation issues that were preventing delivery to most of the list...and it wasn’t reporting that fully. We were losing vital points of contact and additional revenue because the system continued to send to non-existent email addresses and basically reducing the effectiveness of our email campaigns.”

Zrinity took the list they were already sending to and helped them clean it up. We stopped sending to bounces and quickly recovered a better sender reputation. Delivery rates went up by about 10%, open rates increased, click-throughs increased dramatically, and we achieved sales revenues 100% higher than weeks in which we conducted no campaigns. The biggest increase in revenue came within three to five business days after the campaign was sent. Spam complaints dropped to 0%.

Fly Creek Email Marketers are, and continue to be, trained by Zrinity’s Campaign Intelligence (CI) staff of email delivery specialists. Fly Creek has developed and employed two different templates and sent six campaigns with continually-improving delivery statistics and ROI. Fly Creek currently utilizes the CI list import function, which checks for erroneous fields in the CSV or Excel data, but they plan to utilize the direct database connectivity of the CI system to avoid the necessity to export and upload their customer data.

**References:** *Fly Creek Cider Mill* [[www.flycreekcidermill.com](http://www.flycreekcidermill.com)], *Zrinity Campaign Intelligence* [<http://www.zrinity.com/campaign-intelligence/>]