

Shaping up Email for eDiets.com

Leading Health & Fitness Destination Enhances and Refines Email Marketing Strategy

ABOUT eDIETS.com

eDiets.com, Inc. is a leading online diet, fitness, and healthy living destination offering professional advice, information, products and services to those seeking to improve their health and longevity. Since 1997, over 2 million consumers worldwide have become eDiets.com members. Among other honors and awards received, eDiets.com has been named Forbes Spring 2004 and 2005 "Best of the Web" in the diet and nutrition category, and PC Magazine "Editors' Choice" in May 2004 and 2005.

OBJECTIVES

eDiets email marketing requirements had outgrown its LSMT-P-Soft architecture. The company's membership had grown to more than 10 Million subscribers. The delivery speed of eDiets' weekly e-newsletter was slow. Additionally, eDiets' marketing team wanted to utilize an email marketing system for more than delivery. They wanted to use it to make sure that all member emails were personalized and highly targeted. As importantly, they wanted extensive tracking and reporting to ensure that future email campaigns could be refined to both enhance the member experience and forecast business results. Email was a critical component of eDiets' multi-channel marketing strategy.

To address eDiets' increasing email marketing system scalability, speed, and functionality requirements, its technical and marketing groups worked in tandem to identify a solution that would eliminate the challenges they were experiencing and take them to the next level of success. In addition to the solutions offered by Datran Media, eDiets also considered two other competing email marketing systems.

RESULTS

Ultimately, Datran Media's StormPost email automation system was selected because it was extremely consistent with eDiets' outbound email delivery, speed, dynamic personalization, deliverability, and interest tracking needs. Since implementation, the system has enabled eDiets to hit each of its email delivery, personalization, and tracking benchmarks on time. This has enabled eDiets to:

- Deliver 3+million personalized messages per hour.
- Personalize each message based on unlimited member attributes.
- Track users' interests by aggregating open and click-through rates.
- Achieve sophisticated data synchronization.
- Deploy "black-list" risk reduction via automated bounce handling.
- Provide real-time unsubscribe processing.
- Use "good neighbor" algorithms for intelligent delivery.
- Separate outbound traffic by IP address.



Targeted email newsletters have helped eDiets grow its business while shrinking its customers' waistlines.

OVERVIEW

Today, eDiets also takes advantage of Datran Media's Strategic ISP Management and 24/7 technical support programs and utilizes compliance solutions for CAN-SPAM compliance and enhanced deliverability. As a result, eDiets' email marketing results have skyrocketed and their program is widely regarded as the by-far leader.