

Reviving engagement metrics through email list cleaning

How Jackson Lewis P.C. uses Vuture and InterAction to send the right messages to the right people

Since its start in 1958, Jackson Lewis P.C. has been focused on providing the highest level of service and legal representation for its clients for all things labor and employment law. With more than 950 attorneys throughout the United States and Puerto Rico, Jackson Lewis P.C. prides itself on its ability to build strong relationships.

In the world of law, relationships are everything. And while a lot of them are built through in-person interactions, thoughtful digital communications are what keep a law firm top of mind for when legal advice and representation is needed. When the marketing team at Jackson Lewis P.C. realized their email engagement was suffering, they used it as an opportunity to rethink their entire email program. Within 12 months, the implemented changes overhauled their engagement with a 12% increase in open rate, 8.5% increase in click-through rate, and a 1.5% decrease in bounce rate, all while sending 818,000 more emails than average.

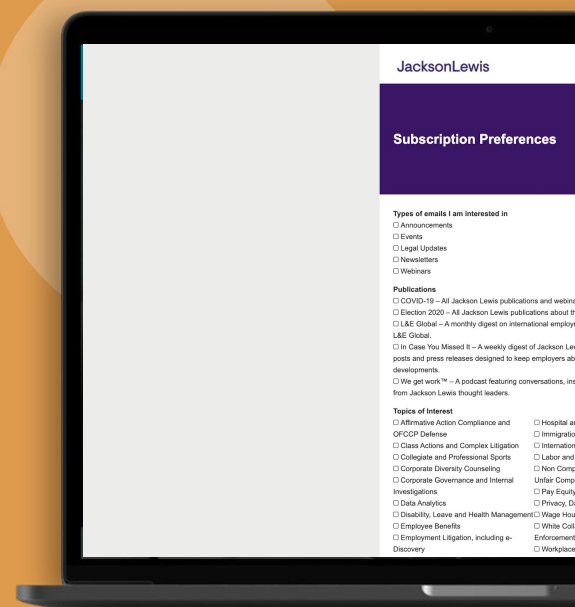
Reimagining the signup form

Jackson Lewis P.C. has 105 email lists to ensure every subscriber receives relevant information, content, and event invitations. But their subscribers — current and past clients, and prospects — were not aware of all the email offerings the firm had through its previous sign-up experience.

So the team updated their signup form through Vuture's integration with InterAction allowing subscribers the opportunity to select their preferences in four categories: types of email, newsletters, topics and industries of interest.

Jackson Lewis P.C. discovered subscribers will join eight more lists on average when offered the opportunity to self-select into as many lists as they'd like.

By making their subscription center a landing page, Jackson Lewis P.C. is now able to send the most relevant content to their subscribers, dramatically increase email engagement, make it simple for attorneys to share the form with contacts, meet all privacy law requirements — including CCPA, GDPR, and CAN-SPAM — and brand the entire experience.





Cleaning out the clutter

The Jackson Lewis P.C. team was experiencing increased bounce rates while the rest of their engagement metrics were dwindling or not meeting expectations. Paige Bowser, CRM Manager at Jackson Lewis P.C., knew it was time to implement a firm-wide marketing list cleanup.

Bowser and the rest of the marketing team built a scalable plan within Vuture and the InterAction integration allowing them to initially remove and continue to update and remove several low-engagement segments from their email list:

- Those who unsubscribe
- Those with no email address
- Bounced email addresses
- Those who disengaged over 12-months
- Those who didn't opt-in through the CCPA compliance initiative

This left engaged, correctly opted-in contacts on their list to begin sending more targeted emails to.

Getting the proper buy-in

But tactics like list cleaning come with concerns from internal stakeholders, such as attorneys within the organization.

The first concern was: *"How will we know who was on the list before the removals?"* For this, the team created suppression lists of each list so they had an exact duplicate of the list before making any changes. This allowed them to look back and see any of the differences.

Second: *"What if they start engaging with us again?"* For this, Bowser and her team created more searches in their CRM InterAction to find contacts who had recently engaged with their content, such as signing up for a webinar from their site or clicking on content in an email they were forwarded. These searches would make it so that InterAction automatically adds an individual to a holding list when they met the re-engagement requirements. The team would then double-check the individual's engagement before adding them back to the list.

And third: *"What if I get asked why someone was removed?"* For this, the marketing team added an additional field in the suppression list where it would state why the individual was taken off the list. This made it simple for the attorneys to quickly see why a subscriber had been removed.

Due to their success, the Jackson Lewis P.C. marketing team now has full buy-in from the attorneys to continue ongoing list maintenance. The results:

- 12% increase in open rate
- 8.5% increase in click-through rate
- 1.5% decrease in bounce rate

"Vuture has been a fantastic company to work with. They constantly work with clients to research, develop, and implement new features and tools that are needed the most to make our jobs as legal marketers easier and more successful," said Bowser.