

**Published**  
November 2010  
**Client**  
Forbes  
**Industry**  
Financial Publishing

- Situation:**
- Company needed a reliable ESP to work hand in hand with to help increase its ROI
  - Company required new custom features and a quick transition, as there was a Go-Live drop dead date
  - Required a solution provider who was responsive, dependable, and had “live” customer support

# Legendary Publisher Forbes Turns to Puresend for Customized Email Solutions

One of the premier iconic brands in American culture, New York-based Forbes has been a stalwart in the publishing space since 1917. Indeed Forbes magazine is synonymous with many things, including politics, leadership, investing and the good life.

Today, Forbes is a diversified company that offers many products and services. Key to its success over the past decade has been its investment newsletter division that currently has a stable of more than 40 publications that the company actively promotes via hundreds of email campaigns each year to subscribers and prospects with an annual volume in the millions.

“Smart email marketing is the lifeblood of Forbes’ newsletter business,” says newsletter division vice president, Matt Schifrin. “It is imperative that we execute well, using an email provider that enables us to test different promotions in a cost effective manner.”

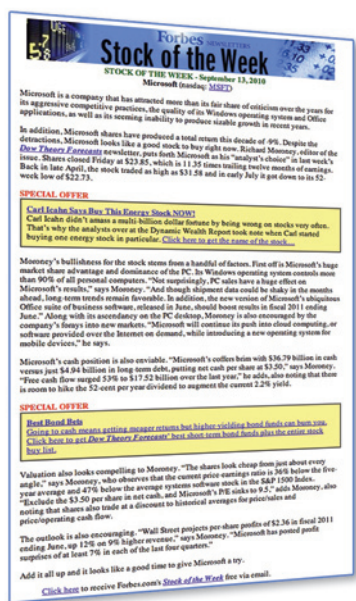
## Decision to Change Email Service Vendors

In the publishing game, making a change that could potentially have an adverse effect on your database is a very real concern. When you think about it, your database is your business. So it was understandable that Forbes was apprehensive when its newsletter division came to Puresend to explore a new option for its email service needs.

Based in New York City, Puresend, a division of Active Network, Inc., is an email service provider that offers state-of-the-art hosted solutions for companies that send medium to large volumes of commercial and transactional email. Such outsourced email solutions have declined in price over the past several years, making them highly attractive from a cost standpoint as packaged software/hardware solutions.

“Puresend is unique in that we can customize our service solution to meet the specific requirements of our clients, including the creation of a “right sized” sending environment with, dedicated IPs and domains., This sets us apart from a lot of other folks out there who offer static, off-the-shelf shared solutions,” says Cliff Seltzer, General manager of Puresend.

“In addition, the fact that we’re a technology shop that specializes in deliverability and deploying email makes us rather unique. We’re not trying to be all things to all people. Email deployment is all we do, and our team has been doing this since 2001,” says Seltzer.



Stock of the Week Newsletter

### Business Solution:

- Jointly designed new features to meet Company's Business Requirements
- Company followed the documented transition plan set forth by the Deliverability team



Weekend Bonus Newsletter

### Results:

- Met Go-Live deadline
- New custom features developed to ensure Business Requirements were met
- Better user experience as compared to previous vendor
- Full deliverability transparency
- Peace of mind knowing Puresend is always there to support Company

### A Carefully Planned Transition

Forbes' decision to migrate its email needs to another vendor was not an easy one. A week or two of delays could mean a significant revenue loss. With this in mind, after meeting with the stakeholders at Forbes, Puresend laid out a transition plan in plain English to help quell any fears the Forbes team might have had about switching vendors.

In addition to a customized solution for its email campaigns that required multiple mail streams and 99% deliverability, Forbes was seeking a greater relationship with its newly chosen vendor--one that transcended the traditional vendor-user relationship. In short, they wanted a partner.

"We needed an email solution upgrade for sure," says Linda Bentley, director of marketing for Forbes Newsletters. "But we were also looking for a vendor company that would be there for us at a moment's notice, someone who would work hand and hand with us as we worked to increase our ROI. Puresend did not disappoint."

As the relationship with Puresend progressed, Forbes realized it needed some customized functionality built out to ensure the end user experience was in-line with the quality their customers have come to expect. One example was the need for a revamped customized preferences page where each individual subscriber would be able to control their personalized content choices. Forbes also requested an automated solution to share opt-outs with other internal list owners and partners.

"Instead of balking at our requests for additional application functionality, Puresend mapped out a plan in short order to help us reach our goals and committed to our aggressive "go live" date," says Bentley. "Puresend's flexibility served us well and in turn, we were able to provide our subscribers with a level of service that we were unable to deliver using our previous email service provider."

After almost two years, the partnership between Forbes and Puresend continues to flourish. "Some vendors love you when you sign onto their service, but forget about you shortly thereafter to focus on more lucrative clients or to pursue new business," says Bentley. "I never felt that way with Puresend. They make you feel like you're their only client, which you just don't see any more. They have truly had a positive impact on our business and I look forward to continuing the relationship for years to come."

To find out more about how Puresend can help you get more emails to the inbox, contact us at [1-646-862-5210](tel:1-646-862-5210) or email [inquiry@puresend.com](mailto:inquiry@puresend.com)

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