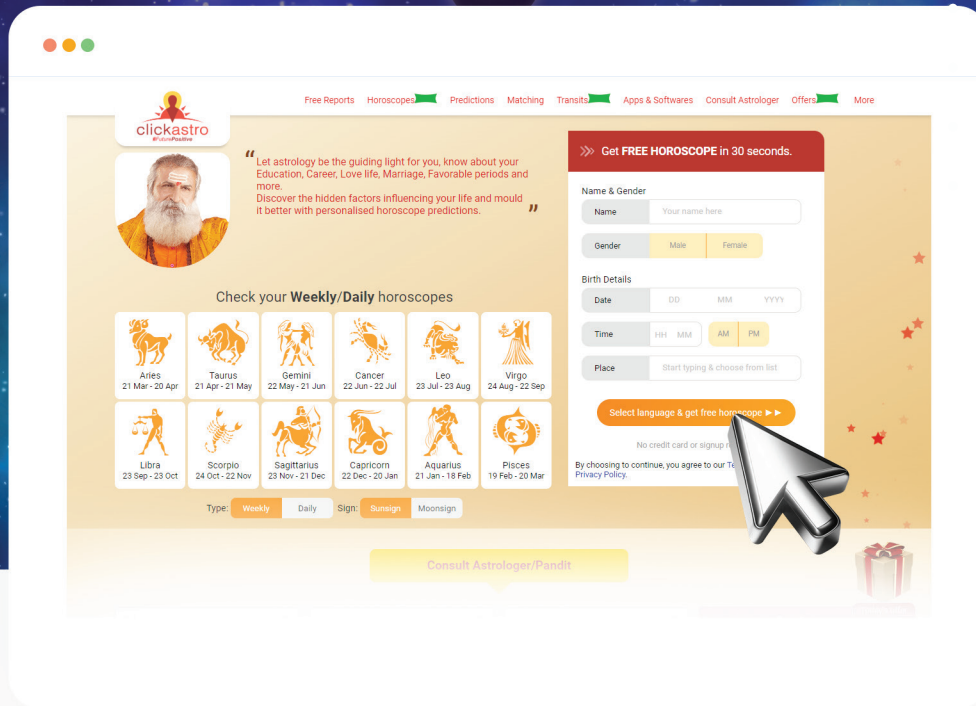


Case Study

Measure Email Performance

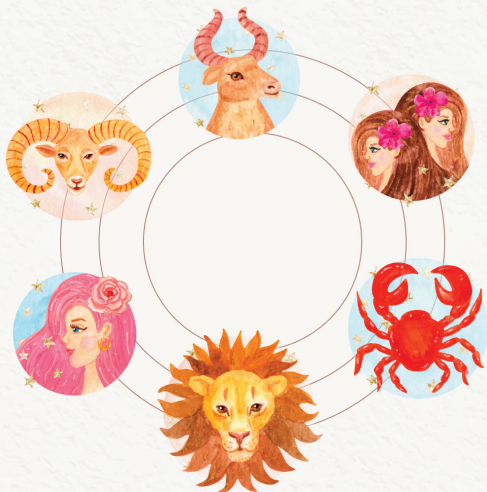
Client : AstroVision





How AstroVision Achieved **23%** Email Open Rate with Mailercloud

AstroVision, a premier provider of astrological services, leverages email marketing to engage users, promote personalized astrological insights, and build lasting customer relationships.



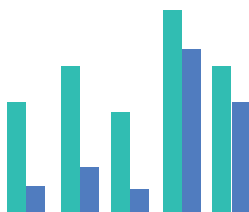
Check your
Weekly/Daily horoscopes

CHECK NOW

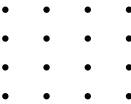


AstroVision **achieved**
their email marketing goals with
outstanding efficiency and
effectiveness with Mailercloud

OPENS & CLICKS



Challenge Faced by AstroVision



- 01 Low engagement rates with existing email campaigns
- 02 Ineffective segmentation leading to generic email content
- 03 Limited ability to track and analyze campaign performance
- 04 Difficulty in scaling email volume during peak periods



Solutions Implemented



Advanced Segmentation and Personalization

Implemented advanced segmentation techniques to ensure

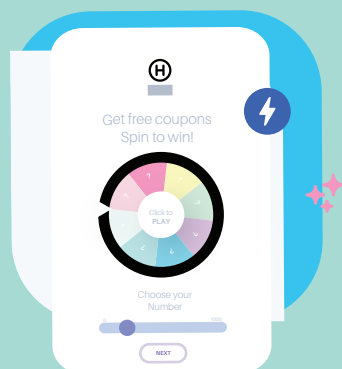
- ✓ Highly targeted and relevant email content
- ✓ Personalized user experiences based on astrological interests and behaviors



Enhanced Analytics and Reporting

Enhanced analytics and reporting capabilities to

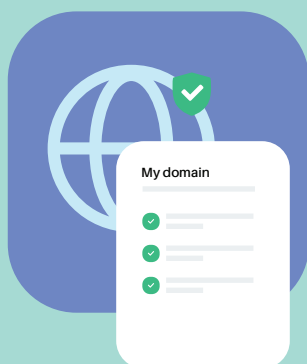
- ✓ Monitor key metrics such as open rates, click-through rates, and conversions
- ✓ Provide actionable insights for continuous improvement of email campaigns



AMP Email Integration

Integrated AMP emails to

- ✓ Create engaging and interactive email experiences
- ✓ Deliver real-time astrological updates and personalized horoscopes

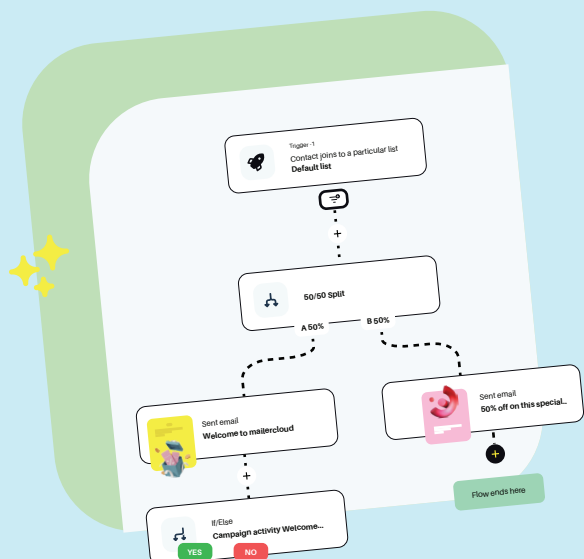


Scalable Email and Domain Reputation Management

Provided scalable email volume management to

- ✓ Ensure seamless delivery without compromising deliverability
- ✓ Improve domain reputation and maintain high deliverability rates by adhering to best practices and using reputation management tools

Other Features and Benefits Utilized

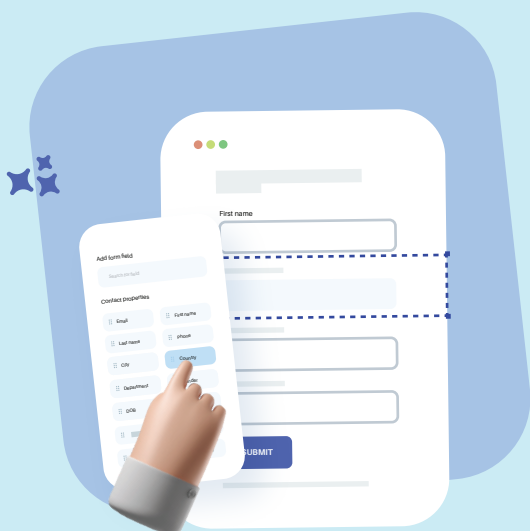


Automation

Automates repetitive tasks, ensuring timely and relevant communication with travelers, improving engagement and conversions.

Drag & drop builder

Simplifies the email creation process, allowing travel companies to design attractive emails quickly.

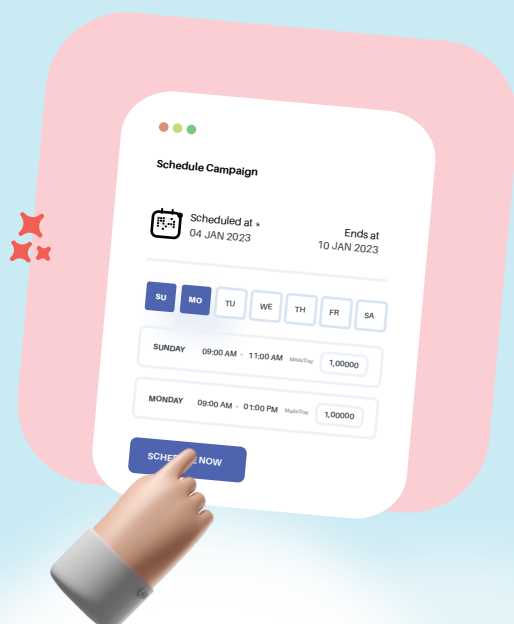


Webform builder

Gathers essential customer information, aiding in segmentation and personalized marketing efforts.

Time-based campaigns

Ensures messages reach travelers at the right moment, such as pre-trip reminders or post-trip follow-ups, boosting relevance and impact.



Remarkable Results

Following the implementation of Mailercloud's strategic solutions, AstroVision witnessed a transformative improvement in their email marketing metrics.



01 Email Open Rate

Achieved a **15% increase**, significantly surpassing industry benchmarks.

02 Click-Through Rate

Increased click-through rate by 5%, indicating higher engagement and interest from the audience.

03 Customer Engagement

Enhanced customer engagement and retention, demonstrating the effectiveness of targeted email campaigns.

04 Scalability and Deliverability

Successfully scaled email campaigns during peak times without deliverability issues, ensuring reliable communication with the audience.

Success Stories

Your Achievements, Our Pride.

Experience real victories with Mailercloud. Your success story could be next!

**Trustpilot**
 4.8

**Capterra**
 4.7


 4.3

Honored for Excellence and Innovation

**High Performer**
Europe
WINTER 2025

**Small Business High Performer**
Asia Pacific
WINTER 2025

**Small Business High Performer**
Asia
WINTER 2025

**High Performer**
India
WINTER 2025

**High Performer**
EMEA
WINTER 2025

**High Performer**
WINTER 2025

**High Performer**
Small Business
WINTER 2025

See What Our Clients Say About Us



We use Mailercloud solutions for e-mail marketing applications and found it very user-friendly. The tools including the report generation are good. The service team is proactive and has the ability to meet deadlines.

PG Prageesh

Chief of Corporate Communications

Air India Express



Zane Vondracek

2 reviews



I like Mailercloud because is powerful

I like Mailercloud because is powerful, yet simple. It integrates with wordpress well through the wordpress plugin and I am able to run multiple campaigns easily. The crew is always answering very quickly and I believe that it has the potential to grow very fast. ★★★★★



Luis P.

Founder of Networking Bolivia



"Mailercloud is an excellent tool for sending emails"

What do you like best about Mailercloud?

Mailercloud is an excellent tool for sending emails, thanks to this platform my business is growing and is bearing good fruit I have not found other tools with the same characteristics mailercloud is the best

What do you dislike about Mailercloud?

I would like them to include more innovation, never stop showing innovation



Donatas J.

Startup Marketing Advisor













































"User-friendly interface and responsive support"

Overall:

With its simplicity, responsiveness, and delivery effectiveness, MailerCloud has become my preferred choice for email automation. Highly recommended!

Our invaluable clients

Clients who are part of the Mailercloud Journey



Supercharge Your Email Marketing

Unleash the potential of your email campaigns
with Mailercloud!

London

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Karnataka 560076