



*“Using Act-On, we now have a consistent newsletter, an extremely fast-growing list of users, and a well-managed database.”*

—Tyler Stauss,  
Vice President,  
CheapSally.com

## B2C scores triple-digit list growth via effective email and website strategies

*“...75–100 new email sign-ups every day...”*

Every single day, hundreds of websites offer daily deals in cities across the nation, for local goods and services ranging from the exotic to the mundane. And, major national retailers offer thousands of coupons that are good anywhere, including online. For the consumer, searching for the deals she wants can take a lot of time and effort.

CheapSally.com makes it simple and easy for consumers to have access to all the deals they care about – in one convenient location. CheapSally.com collects all the hottest daily local deals from trusted providers such as Groupon and Living Social, and national deals directly from over 12,000 retailers such as Sears, Verizon, and Target. Offers include gift cards, coupons, and codes that can be used for online stores. Consumers can find deals by item or retailer, and also sign up to receive their preferred deals via email.

CheapSally.com vice president Tyler Stauss is responsible for a broad range of revenue-generating activities, including email marketing and campaigns, list management, affiliate network management, and managing the team. His performance is evaluated by the revenue these activities generate for the company.

“A year ago,” said Tyler, “CheapSally.com was just launching, and we didn’t yet have an email service provider. We worked with Constant Contact for other aspects of our business, but it wasn’t large enough to handle our email

marketing needs. We considered Exact Target, and decided it was too expensive. We were looking for a good price per email, a dashboard that was easy to use, and a vendor that provided solid customer service.

“We chose Act-On,” said Tyler, “and we’ve gotten what we wanted: ease of use, stellar customer service, and efficient email operations.”

### USE YOUR WEBSITE TO BUILD A SOLID EMAIL MARKETING LIST

“When CheapSally.com started,” said Tyler, “we had no real marketing lists. **Act-On was instrumental in helping us implement an effective process to capture email addresses.** Act-On recommended that we use their web forms, with ‘email address’ as a required field and including an auto-reply email confirmation to verify the submitter’s email address. They went so far as to help us sift through lists, validating email addresses. This was part of their Customer Support, so it was free, not something we had to pay extra for.”

“Our list began to grow, first at the rate of 10-20 new contacts per day; we’re building it now at the rate of **75-100 new sign-ups per day.** And our unique web visitors have gone from **zero 12 months ago to 275,000 in the last 30 days.** The integrated forms and automatic emails really helped improve things.”



#### COMPANY PROFILE

##### CheapSally.com

CheapSally.com helps consumers find the best promotions from the biggest retailers, plus daily local deals, online and via email.

#### HEADQUARTERS

3838 Raymert Drive, Suite 209  
Las Vegas, NV 89121

[www.cheapsally.com](http://www.cheapsally.com)

Act-On customer since 2010



## USING ACT-ON'S TEMPLATES

“We originally started out with a custom template that we built, but found that it was too image heavy and wasn't as effective, so we used one of Act-On's. We actually have a few different variations of the email, **all based on Act-On templates. It was very easy.** We could do it with no HTML knowledge, but since we do have some knowledge we were able to do slight tweaks to the Act-On templates to get them exactly how we wanted them,” said Tyler.

## SEGMENTING LISTS IS EASY

“**Act-On is the only database that we use**, and that we need. It's **incredibly easy to create list segments**. You can do it when you first upload a list, or you can segment a list already in the database by a number of factors, such as how they signed up or their interests,” said Tyler. “We also have segments for our advertising partners and some of our contest participants.”

“**Act-On helps us with affiliate marketing**, as well; we include affiliate links in all of our emails to supplement our income.”

## EASE OF USE IS CRITICAL

“The ease of use factor was extremely important for us,” said Tyler. “I'm average with technical aspects and had very little email experience prior to Act-On, but it has been relatively **smooth sailing and pretty effective** for us. We needed a little bit of assistance from IT, but the **interface is very intuitive** and easy to use, so it was minimal. It took two weeks to implement Act-On, and we were productive within the third week.”

## PAY FOR # OF CONTACTS, NOT # OF EMAILS

“Growing our email list is a priority for our success,” said Tyler. “With Act-On, we're able to email more frequently, since we **pay for the number of contacts in the list –not the number of emails**. So we pay only for the people we send to, and we can reach out as often as we like.”

## COST CONTROL PLUS MAXIMUM FLEXIBILITY

“Along with the budget control Act-On's pricing gives us, we also have the **flexibility to do ad hoc mailings** for flash sales or short-term deals,” said Tyler. “For example, we're able to send out specific deals on Black Friday, Cyber Monday and other popular shopping days during Q4. We also are able to get sponsors for our emails

because we can have flexible schedules.”

## ADVICE FOR CHOOSING A MARKETING AUTOMATION SYSTEM

“Find a system that's easy to use and cost-effective, and ensure that the vendor has great customer service. There will always be problems, there always are with technology, so **you need a responsive company** that will help you through problems and get you back to making money,” said Tyler.

### About Act-On Software

Act-On Software's Integrated Marketing SaaS Platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes.

Act-On's highly intuitive user interface, Instant-On™ database, and complete online marketing tool set, have enabled the accelerated adoption of marketing automation technologies by smaller marketing teams without dedicated database maintenance, process analysis and IT support.

Act-On Software is located in Portland, Oregon, and is backed by Trinity Ventures, US Venture Partners, and Voyager Capital.

Contact us:

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