threadloom newsletter

AULRO.com increases traffic by 20% with Threadloom Newsletter

> 66 *Threadloom Newsletter has been very rewarding. Increased activity on the forum and interaction between forum members. Worth every penny IMHO!*
>
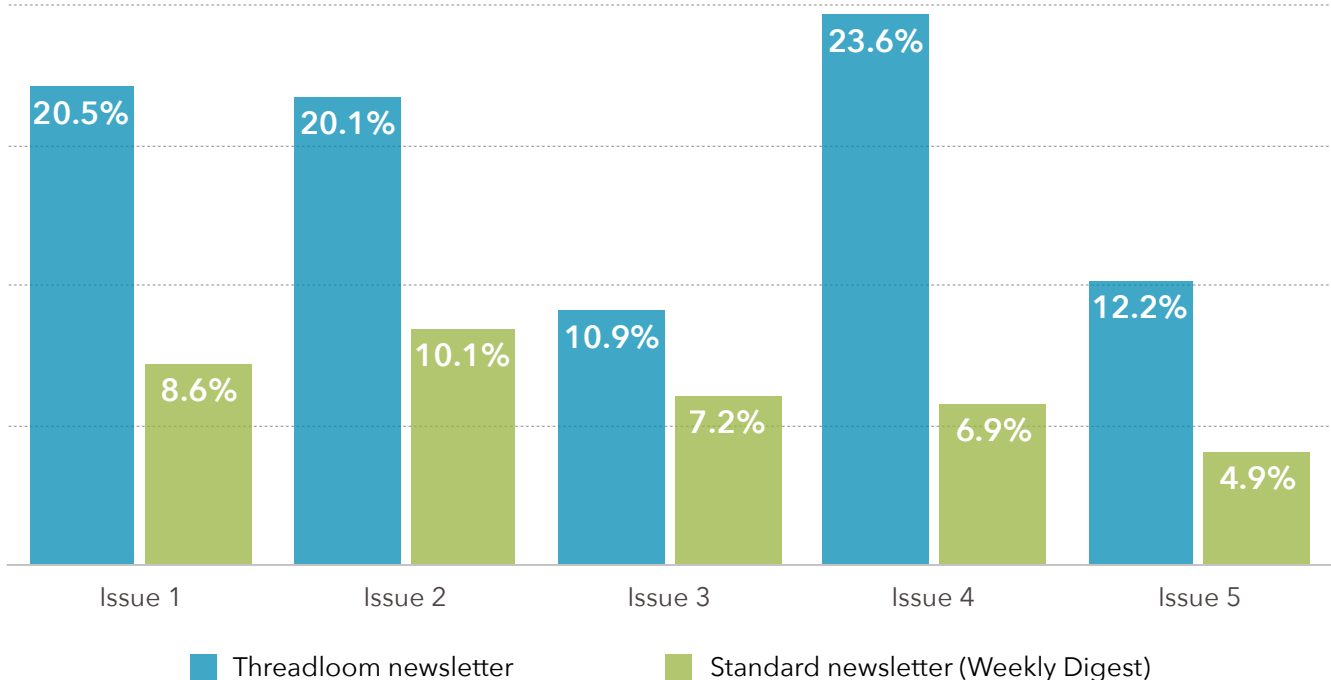> – Dave Blears, AULRO.com owner

AULRO.com, Australia's premier Land Rover forum, used Threadloom Newsletter to **increase traffic by up to 20%**, overwhelmingly from incremental/new sessions.

After 6 weeks of using Threadloom Newsletter, AULRO.com saw the following improvements over their standard newsletter:

- **45-80% higher open rates**

- **50-340% increase in click rates**

Because of Threadloom's **fully-integrated platform**, **machine learning pipeline**, and **Curation Assistant**, AULRO.com was able to start sending newsletters within minutes, and finalizes each issue in less than 10 minutes per week.

AULRO.com email newsletter click rates for active members

	Threadloom newsletter	Standard newsletter (Weekly Digest)
Issue 1	20.5%	8.6%
Issue 2	20.1%	10.1%
Issue 3	10.9%	7.2%
Issue 4	23.6%	6.9%
Issue 5	12.2%	4.9%

Increase traffic with painless, high-quality automated emails.

Easy Autopilot mode

Curation Assistant recommends the most engaging content on your site. Use Copilot to review and finalize content, or use Autopilot to automate the entire process end-to-end.
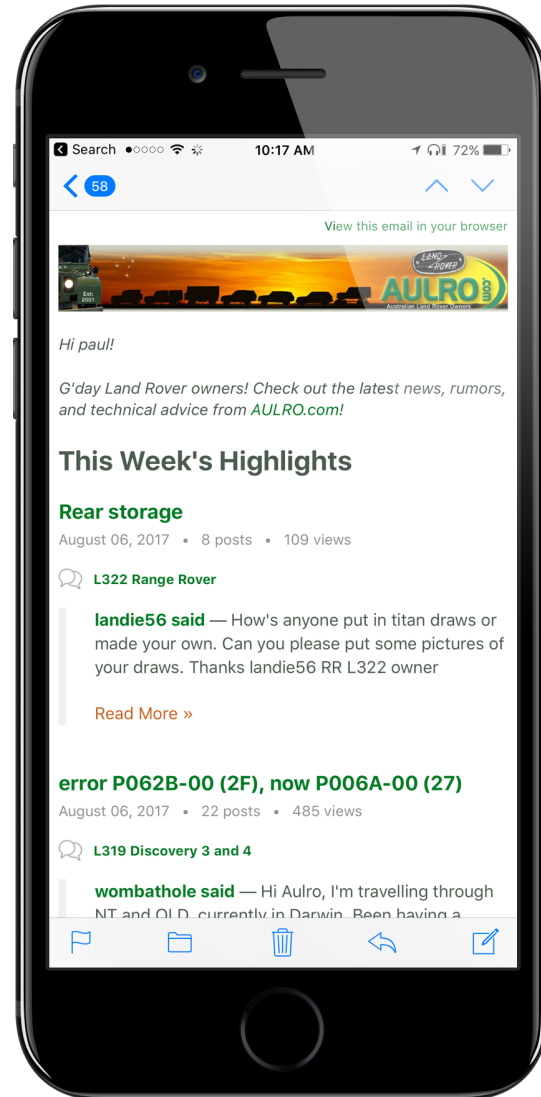
Smart machine learning

Threadloom Newsletter uses machine learning to select your best content and drive higher open and click-through rates.

Cost-effective

Low all-in-one pricing – just one plug-in. Save time and stop paying for extra hosting, licensing, or contractor fees.

Available now for vBulletin 3, vBulletin 4, and XenForo

Threadloom Newsletter is the first full-service newsletter platform for vBulletin and XenForo. It uses machine learning to find your best content, and send out beautiful, engaging email newsletters. Features include:

- **Fully-integrated platform** to save time – no need to set up an email provider or host software

- **Autopilot and Copilot modes** to fully or partially automate the newsletter process

- **Curation Assistant** to optionally finalize your content

- **Segmentation** to optimize click rates

- **Server offloading and auto-scaling** to reduce server costs

In addition, Threadloom Newsletter is fully Acid-tested for mobile and desktop email clients. Contact a Threadloom team member to learn more and to get started.