

Case study | Cambridge University Press and Assessment

Supporting transformative agreements with targeted email campaigns



Customer

Cambridge University Press and Assessment (CUPA)



Solution

Web of Science Author Connect™ (WoSAC)



Challenge

CUPA set a bold ambition for the majority of their research publishing to be fully open access (OA) by 2025, relying in part on the growth of transformative agreements (TAs) with higher education institutions around the world.* Varied levels of researcher knowledge and engagement with OA by region and discipline presented an obstacle to reaching this goal. CUPA needed to increase awareness of OA options among researchers as well as provide actionable next steps for those interested in publishing OA.



Outcome

Using WoSAC for targeted email campaigns was an essential component of a multifaceted strategy to ensure the success of their transformative agreements, and the CUPA team hit all their targets regarding these agreements.

* CUPA Annual Report 2022

https://www.cambridge.org/sites/default/files/media/documents/CUPA-Annual-Report-2022_0_1.pdf

Cambridge University Press and Assessment, part of the University of Cambridge, is a world leader in assessment, education, research and academic publishing. The Cambridge University Press imprint is the oldest university press in the world and publishes university-level research and teaching materials, including over 400 peer-reviewed academic journals, thousands of books and hundreds of titles in their innovative Elements series. CUPA set a bold ambition for the majority of their research publishing to be fully open access by 2025, relying in part on the growth of transformative agreements with higher education institutions around the world.*

After conducting a large-scale customer survey about open access, the team at CUPA uncovered a gap in market education in the United States – where the level of engagement with open access wasn't as high as in Europe – and decided to reach out to authors at relevant institutions to increase the uptake of their transformative agreements.

Choosing the right partner for a highly targeted and personalized campaign

The Marketing team at CUPA had worked with Clarivate WoSAC team for various campaigns in the past; they had always had a good experience and had confidence in Clarivate data, which was a very important factor in choosing their partner for this campaign – data they could trust was a must for precise email personalization.

"We understood how the data was collected, so there was a great credibility in (Clarivate) contacts" says Ali Fox, Senior Global Marketing Manager, Humanities and Social Sciences at CUPA.

When it came to launching highly targeted and personalized campaigns to published authors, Clarivate's meticulous indexing and clean, standardized data set them apart as a campaign partner.

Designing and deploying a large-scale campaign

In 2021, CUPA had already worked with WoSAC on a single email campaign about open access, but it didn't bring the expected results and the Marketing team decided to scale things up with a more sophisticated strategy. In spring 2022, they designed a set of three personalized campaigns to cover market education, subject areas, and how to publish open access – all emails including a CTA to check the innovative waiver eligibility tracker on CUPA's website. WoSAC enabled CUPA to leverage the unique Web of Science data set to target indexed authors in specific research areas at institutions where CUPA have TAs.

The team at CUPA found the WoSAC team very supportive, responsive and flexible, which was of great help for their first time doing such a broad campaign with so much personalization (highlighting the most impactful articles in 12 subject areas). "It was a really collaborative experience. The [WoSAC] team offered great flexibility because we were sometimes late getting the required information, and they were able to tweak things at the last minute", says Ali.

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Humanities and Social Sciences at CUPA.

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Measuring success

The campaign had very good results, with high open rates, increased views or downloads of articles listed in the emails and increased engagement on the eligibility tracker – 154 individuals landed on their waiver eligibility tracker page directly from the campaigns, resulting in an additional 608 tracked visits to this page or other related OA information pages within a 7-day window.

The WoSAC team provided a bespoke service with a dashboard that included a breakdown of domain names and subject areas, enabling CUPA to see exactly who in which institution and discipline interacted with the campaign – useful data that they passed on to librarians so they could follow-up with researchers on their end.

“The rapidly changing publishing landscape is particularly challenging for librarians who are increasingly called upon to encourage their scholars to engage with open access.

We were able to support them in reaching out to their users, informing them of open access options and showing them that their librarians were invested”, says Ali. With this campaign, CUPA were able to show librarians that they are a true partner willing to help the community make the change to open access.

This, combined with other marketing and outreach activities, has enabled CUPA to hit their targets for transformative agreements across their key institutions. They are on track for half of all new research articles in their journals to be open access by the end of 2022.*

The campaigns were an essential component to a multifaceted approach to ensure the success of CUPA’s transformative agreements.

"A decision to publish OA is often a complicated one and certainly isn't based on an academic receiving a single email but we see our consistent messaging as essential in providing the information they need to make an informed choice."

Ali Fox,
Senior Global Marketing Manager,
Humanities and Social Sciences at CUPA.

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