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CASE STUDY: ERICKSON

◆◆ Manago^{AI}

How Erickson Turned Email Into a €400,000+ Revenue Channel

Edizioni Centro Studi Erickson S.p.A. is Italy's leading educational publisher with 2,000+ titles spanning psychology, pedagogy, and special needs education, trusted by teachers, clinicians, and researchers across the country. Over the course of 2025, their digital marketing team used Manago AI's CDP and marketing automation platform to restructure how they communicate with that audience.

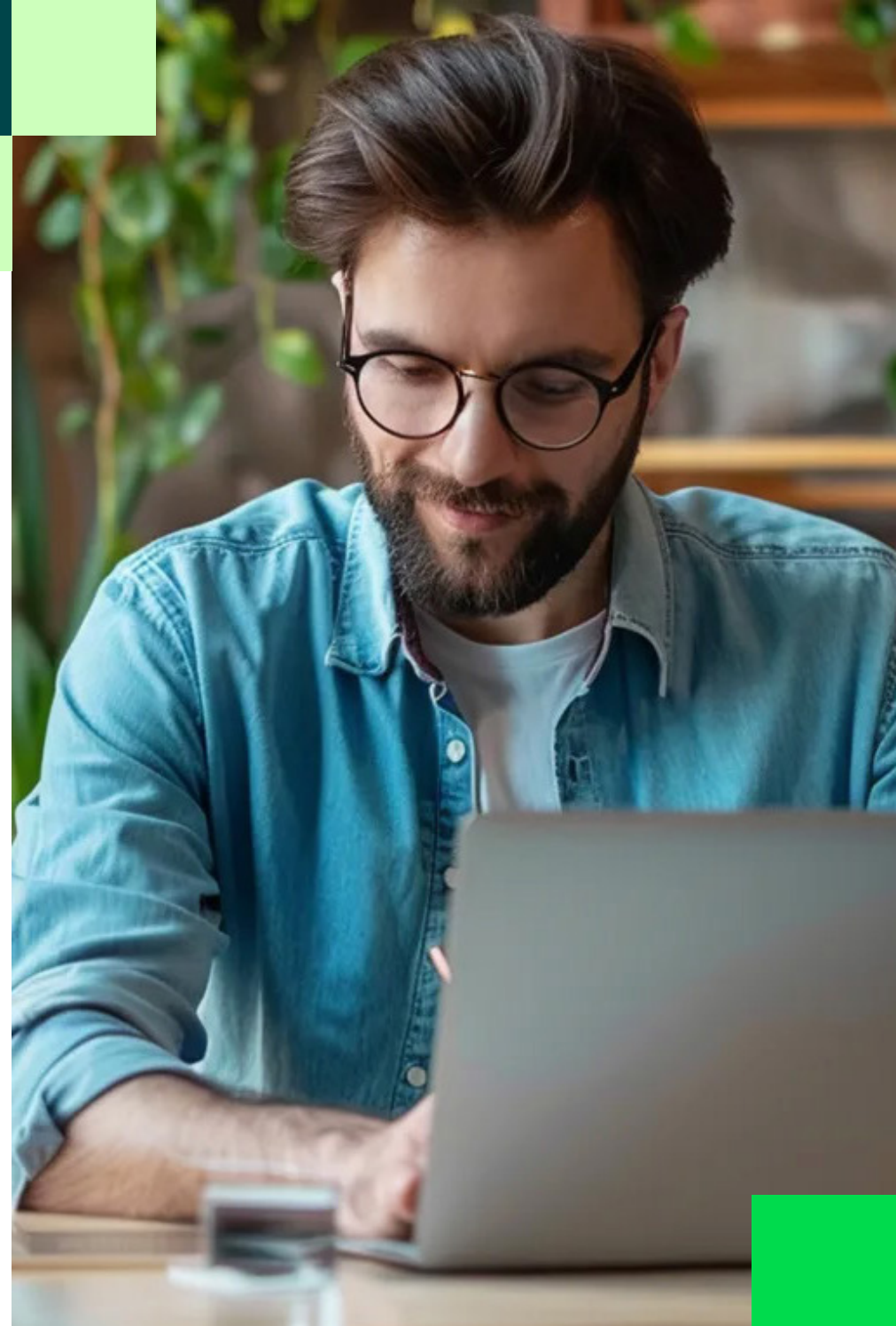


The results: over **€400,000** in revenue attributed to newsletter campaigns, nearly 10,000 transactions driven through Manago AI touchpoints, and a flagship automation workflow, the Erickson Scholar, delivering a **69% open rate** and **13.33% CTR**.

The Challenge: From Generic Sends to Genuine Engagement

Erickson came to Manago AI with a strong foundation: a large, engaged audience of professionals who genuinely care about the subject matter. What was missing was the infrastructure to speak to that audience with any real precision.

And the most visible symptom of this was low click-through rates. Contacts were opening emails but not acting, a sign that the content, while trusted, did not target readers precisely enough to encourage a decision.



There were a few identified causes for this state of matters.



Personalisation was largely absent, product recommendations within newsletters and DEM campaigns were either static or not in use at all. Which meant a catalogue of more than 2,000 books and courses was doing little work inside the emails themselves.



Moreover, the segmentation was shallow. A school psychologist and a secondary school teacher were receiving identical messages, despite having different purchase histories and different professional needs.



Several tools also remained switched off. Web push notifications and AI-powered on-site personalisation had not been activated. Dynamic components within Email Design Studio, specifically the Dynamic Carousel in DEM campaigns, had rendering issues that were blocking the team from using personalised product frames at scale.

The Solution: Architecting a Data- Driven Communication Engine

The work was organised around three areas.



Building a Smarter Database

Erickson's contact base was re-segmented using advanced tagging that incorporated full purchase history, not just demographic data. For the first time, it was possible to identify, at scale, which contacts had bought titles in a given subject category and communicate with them accordingly.

The team integrated loyalty programme scoring via CRM into individual contact profiles, feeding the personalisation logic downstream.

The outcome of this work is reflected in one number: a **98% opt-in contact database**. Industry averages sit considerably lower. That figure is a product of both the trust Erickson's audience places in the brand and the discipline applied to consent management.

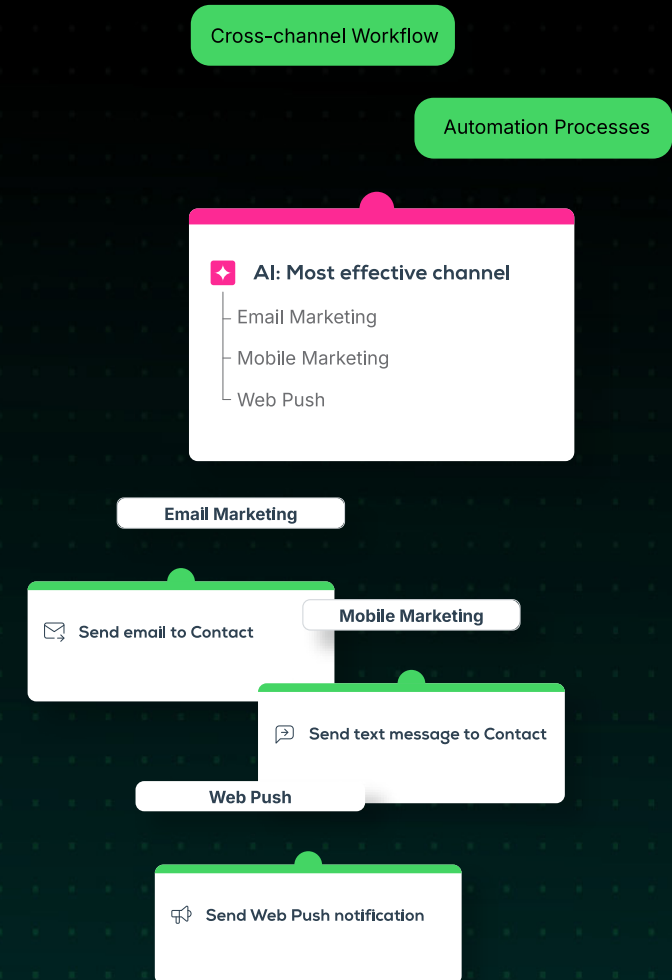
Email That Earns Its Open

With the database restructured, the team rebuilt the email programme. The marketing team sent five million emails over the period, and **newsletter touchpoints generated over €400,000 in revenue.**

What is also important, the team resolved the Dynamic Carousel rendering issues. Dynamic product recommendation frames were integrated into DEM campaigns via Email Design Studio, allowing personalised title suggestions to appear in the email body based on each recipient's category interests.

Another step forward is introducing A/B testing across email formats. Shorter emails with a single focused topic and one clear call to action consistently outperformed longer, catalogue-style sends.

The centrepiece of the automation work was the **Erickson Scholar workflow**, a sequence built for the most engaged segment of Erickson's professional audience. It delivers content and product recommendations at the right point in each contact's engagement journey. Comparing Q4 2024 to Q4 2025, it achieved a **69% open rate** and a **13.33% CTR**. Industry averages for automated sequences sit at roughly 35–45% on opens and 5–8% on clicks.



Lead Generation and On-site Activation



To strengthen the newsletter as a leads-incoming channel the marketing team was testing sign-up popups with two timing variants: a 30-second delay and a 50% scroll-depth trigger. They also activated exit-intent popups to capture visitors on the verge of leaving.



To make data even more accessible, the team enabled Google Analytics integration for real-time campaign monitoring and cross-channel attribution. Additionally, the team switched Manago AI platform to its Italian-language interface, which helped with day-to-day usability for the team. On top of that the team implemented workflow product events with category-based filtering, enabling behavioural triggers tied to specific subject areas.

The Results: Q4 2024 vs Q4 2025



€400,000+

Revenue from newsletters



~10,000

Transactions via Manago
AI touchpoints



5,000,000

Total emails sent



98%

Database opt-in rate



69%

Erickson Scholar,
Open Rate

Erickson

13.33%

Erickson Scholar, CTR



Newsletter revenue at this level does not happen through volume alone. It is the result of matching a specific recommendation to a specific professional at the right moment. Scaled across a well-segmented database, that logic produces a channel that contributes meaningfully to the bottom line.

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The Erickson Scholar workflow's 69% open rate reflects something deeper than good subject lines. It reflects an audience that trusts the sender, content aligned with their professional work, and a delivery cadence that does not feel like noise. The 13.33% CTR confirms the engagement carries through to action.



The 98% opt-in rate is what makes the other numbers possible. A database where nearly every contact has actively chosen to receive communication is one with minimal wasted sends, high deliverability, and an audience that is ready to engage. It is the asset everything else is built on.

A Framework Others Can Replicate

1

Build on consent, not volume.

The 98% opt-in database underpins every result in this study. List quality compounds over time in a way that list size alone does not.

2

Name your flagship automation.

The Erickson Scholar workflow has an identity and a defined audience. That specificity, knowing exactly who you are talking to and why, is what produces a 69% open rate, not platform features alone.

3

Let purchase history drive content.

Recommending the logical next title or course based on what a contact has already bought is a more useful act than a generic newsletter. It is also more likely to convert.

4

Test format, not just message. Shorter, topic-focused emails with a single CTA outperformed longer catalogues, a finding worth testing in any content-rich brand, regardless of sector.

Conclusion

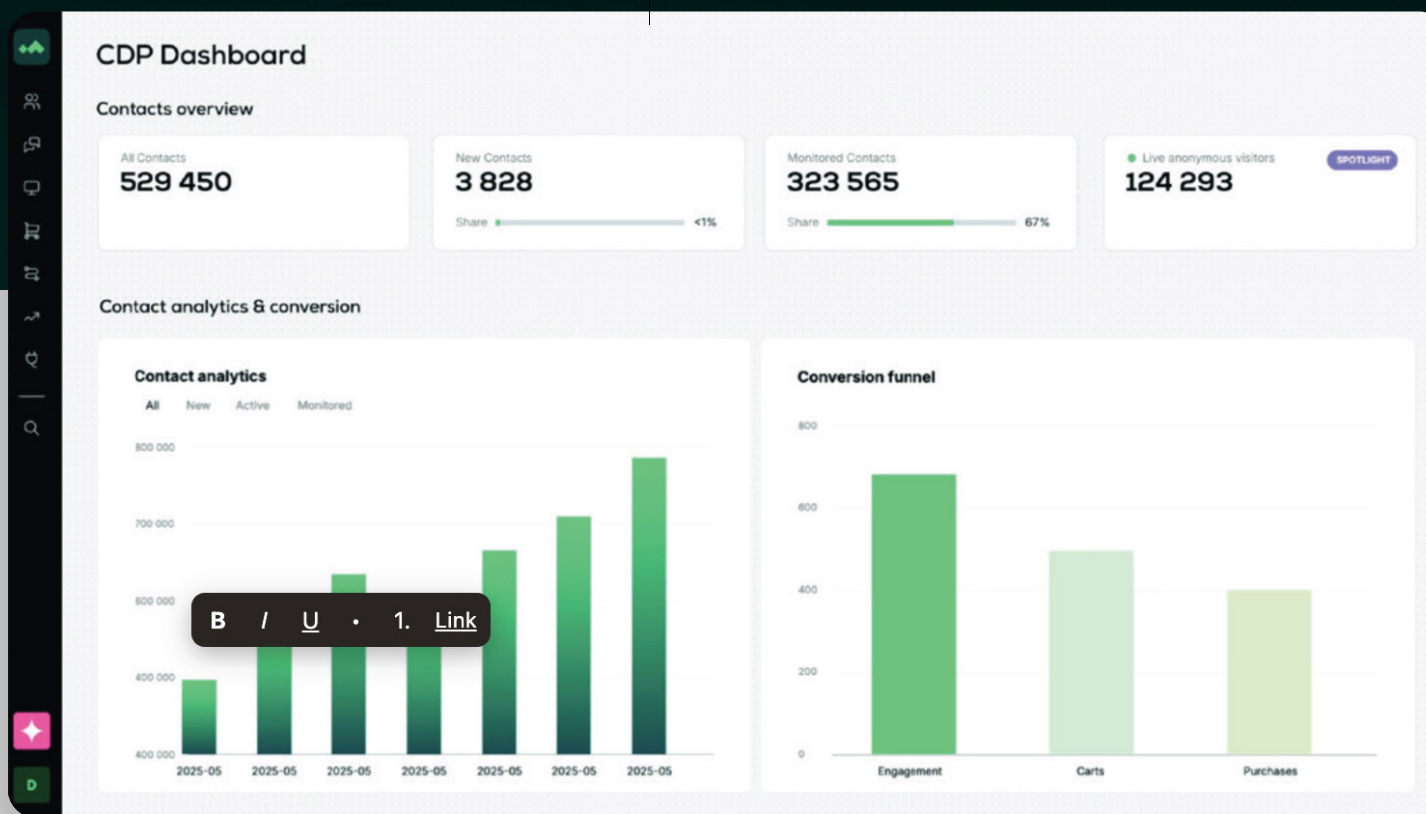
Erickson's audience of educators, psychologists, and healthcare professionals buys books and courses for professional reasons. When the marketing reflects those reasons through relevant recommendations, well-timed automations, and a database built on consent, the commercial results follow.

The programme described here produced over €400,000 in newsletter revenue, nearly 10,000 transactions, and an automation workflow that performs well above industry norms. It is a model built on data discipline and audience understanding. It is a model that other publishers and knowledge-economy brands can apply directly.

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Modern marketing should feel simple

Manago AI is an AI Customer Engagement Platform that helps teams understand customers, turn behavioural signals into action, and create



Free trial

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