



Core Christianity Grows with Journity

In just one month, Core Christianity added 800 email addresses to its list using a strategic website Waypoint created by Journity, and currently have over 9,000 email subscribers. That's one small effort — but a big win — in Core Christianity's larger mission to share the gospel and help people understand their faith.

With a redesigned website, successful books, several Bible studies, a new radio show and a podcast, Core Christianity has a wide range of resources to share with audiences around the nation. The challenge is educating everyone — readers, site visitors, radio show and podcast listeners — about all the opportunities and resources available through Core Christianity.

That's Andrew Hess' job as Director of Content at Core Christianity. Hess decided to work with Journity to connect more effectively with visitors to the Core Christianity site and educate them about the organization's resources. "Journity gave us this great tool connected to our site," says Hess. "And we also have this team who helps us use different strategies to accomplish our goals."

The campaign to grow the organization's email list led to an overall increase in the list of 53% within the first two months and helped Hess achieve one of his main goals: to increase the number of people signing up for Core Christianity's weekly newsletter. "We want to share the best of our content with our users and offer them something in exchange for their email," he says. With the Journity team's help, Hess created a Waypoint offering the weekly newsletter to new site visitors.



Challenge

Core Christianity needs to connect more effectively with website visitors to share the organization's resources and encourage support of the mission.



Solution

Use audience segmentation, A/B testing, and other Journity tools to achieve the organization's marketing goals.



Key Takeaway

Using a tested Journity Waypoint, Core Christianity added 800 names to its email list in just over a month.

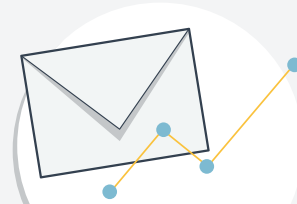
The Stats



971%

**increase in email subscribers
since December 2017.**

(Gathered 6,800 additional emails)



1,316%

**increase in the amount of
email subscribers per month**

(Went from an average of 60 subscribers per month to now an average of 850 subscribers per month.)

With A/B testing, segmentation tools, frequency controls, and more, Journity gives Hess and his team the power to make data-driven decisions, something they couldn't do in the past. "It's really valuable to make decisions based on data instead of just going with our gut or opinions," comments Hess.

For instance, Core Christianity used Journity's A/B testing tool to compare the strength of different Waypoint designs and messages. Based on those test results, Hess reports that the Journity Waypoints perform better than their original, in-house efforts. "With Journity, we've dialed in to what our audience responds to.... And that's helpful because now we're thinking about new ways to reach out to our audiences based on what we've learned."

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Journity also helps Hess shape user experience. "We always want to give our website visitors a great user experience. Journity really helps us do that." He uses data about user engagement from Journity to differentiate the experience for visitors with targeted messages, special offers, and specific donation requests. And, with Journity's scheduling tools, Hess ensures that site visitors aren't overwhelmed by offers. "One of the things I really like about Journity, is that we can make sure that when someone closes out of a pop-up they won't see it again for a while."

As Core Christianity grows and more people tune in to the radio show and podcast, Hess is exploring all the possibilities with Journity. "I feel there's great potential with this tool," he says. "And when you work with a team like Journity who cares as much about your goals as you do, it really makes me feel good about the investment we're making in the product."