

Case Study

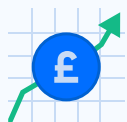
12% increase in conversion by implementing a data-driven marketing automation strategy to support rapid growth



Overview



Rich single customer view powering a personalised communications strategy



12% increase in conversion



Automated behavioural emails powering 21.89% of revenue

A fast growing travel company

TravelUp have been providing superb value flights to UK customers since 2004. They have a massive range of great flight deals available from over 400 different airlines, be it a last minute flight to Europe or a first class transatlantic flight to New York or Las Vegas.

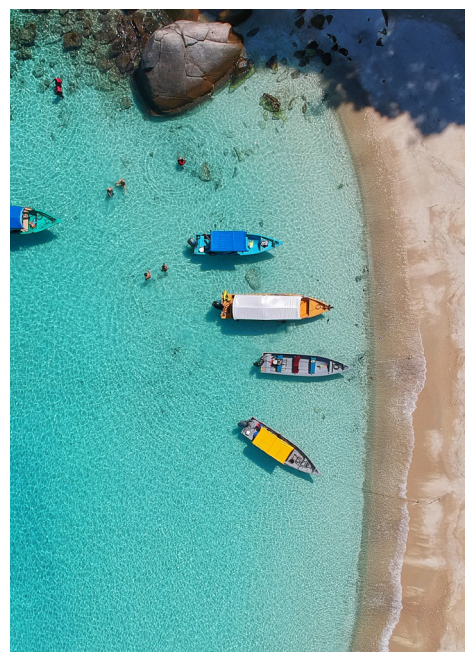
In 2016 they expanded their offering to include hotels. Their worldwide hotel collection features over 400,000 properties. Their bespoke deal finder technology searches masses of different suppliers simultaneously and quickly returns all the best available deals.

2018 saw the launch of package holidays, providing great value escapes to popular destinations around the world. Towards the end of the year, they also launched Backpacker by TravelUp Student, which offers flights and tours to those seeking more adventurous travel.

The need to better understand their bookers' behaviour

TravelUp is a fast-growing travel company offering worldwide holidays and flights, featured in The Sunday Times 2018 Fast Track 100 companies. To support their rapid growth TravelUp identified that they needed to bring together all of their customer data in order to build a richer data set.

This richer data set would give them the ability to understand their bookers' behaviour, to drive personalised marketing communications to grow and retain their customer base.



TravelUp was looking for a multi-channel Marketing Automation Hub to build marketing campaigns and multi-channel lifecycles. As a resource-lean business, they were also looking for support from the provider they chose. TravelUp wanted strategic consultancy and input, from help getting started quickly through to ensuring their marketing was both timely and relevant to their various groups of customers. They realised that to create a much improved customer experience for their expanding customer base they would need help from their chosen partner.

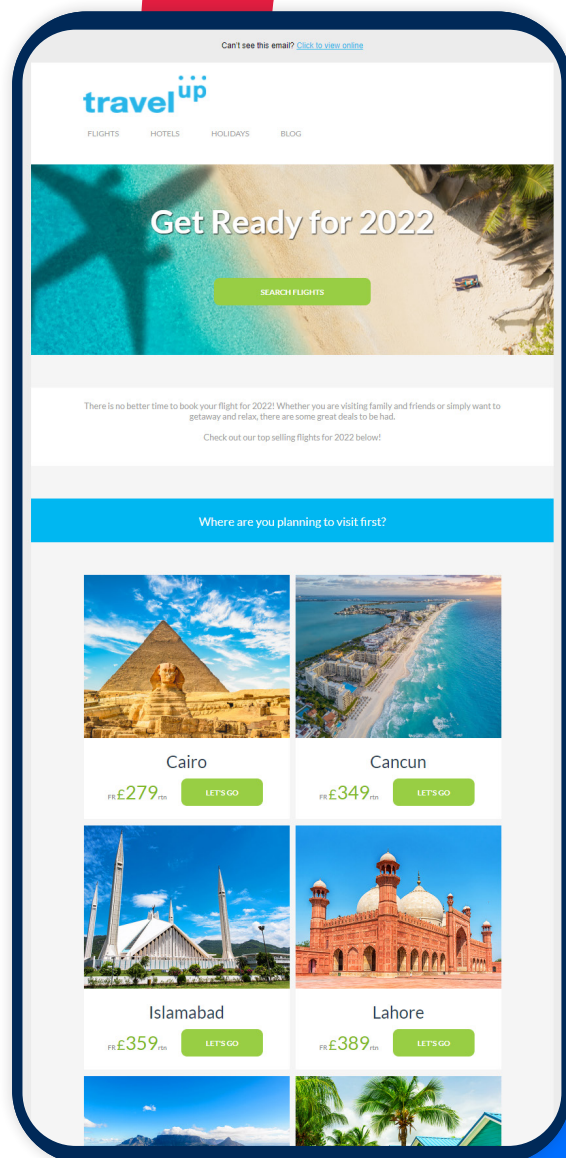
Combining data sources to create an accurate single customer view

TravelUp worked with RedEye to first of all identify customers across a myriad of touchpoints to create an accurate Single Customer View (SCV), enhancing their data accuracy greatly, creating the basis for a consistent customer communication strategy.

With an accurate SCV in place TravelUp were then able to identify key new segments and customer drivers, for instance segments based on online customer behaviour, and apply channel engagement as a driver, developing a tailored segmentation plan with RedEye's support.

Their tailored segmentation plan was then implemented into TravelUp's marketing communications plan, transforming their marketing automation from mass sends to highly targeted and personalised sends.

Finally, utilising behavioural data from their website, which was integrated into RedEye's Marketing Automation Hub, they were able to create a bespoke customer lifecycle strategy, helping them add a new depth to their overarching marketing communication strategy, enhancing the customer experience.



Enhancing the customer experience through highly targeted and relevant email sends

The TravelUp and RedEye partnership has worked hard to drive the customer communication strategy to date, generating fantastic results. Since working with RedEye, TravelUp have seen a 12% increase in their conversion rate, showing the impact of implementing a Single Customer View combined with highly targeted communications.

What's more, when looking at a comparison of behavioural and tactical email sends, tactical email sends made up 99.76% of the total send volume and generated 78.11% of revenue, whereas behavioural emails made up just 0.24% of total send volume but contributed 21.89% of revenue. This really highlights the importance of an advanced marketing automation programme.

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We are really pleased we made the move to RedEye. The platform is easy to use; the RedEye team are very knowledgeable and always happy to help. The migration went smoothly, and we have already seen significant improvements across all KPI's compared to our old ESP, which will just continue to improve as we evolve our digital strategy. It's an exciting time for marketing at TravelUp!

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Group Marketing Manager at TravelUp





RedEye

Get in touch to see how we can optimise your
marketing campaigns through automation

www.redeye.com