

Case Study

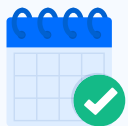
Impressive increase in revenue from email, by focusing on conversion rate improvements



Overview



85% increase in conversion rate



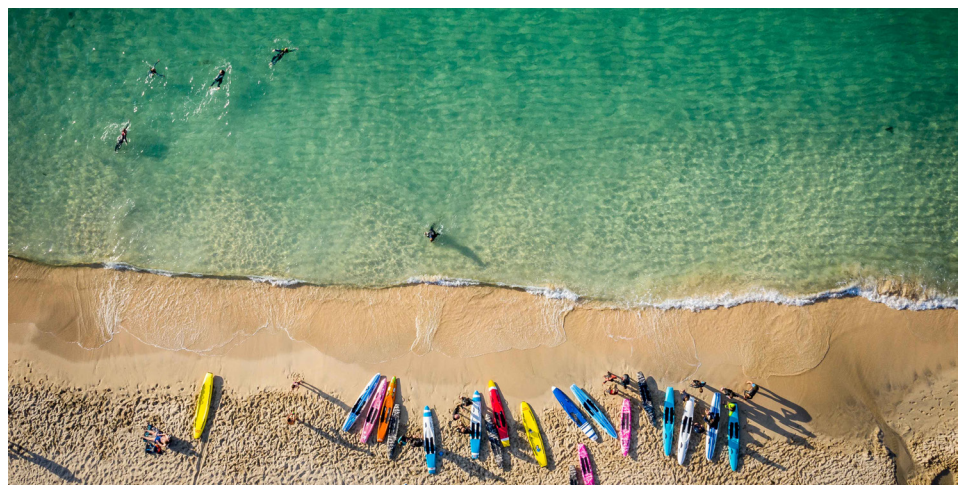
54% increase in bookings from prior year



64% increase in revenue from email

The home of UK holiday inspiration

Breakfree Holidays have the widest selection of UK and European Holiday Parks, Cottages, Lodges, Hotels, Ferries, Attractions and Boating holidays from all your favourite brands and we have sent over 20 million people on holiday in the last 30 years.



Implementing multi-stage email campaigns from the start

When new clients come onboard with RedEye we always want to make sure we meet their expectations and more. When Breakfree Holidays first started using our Marketing Automation platform, they set us a target to increase their overall email conversion rate by 1% in a year and we jumped at the challenge.

To ensure we hit the target set, our Account Management team worked closely with Breakfree Holidays to help identify key areas in which conversion rate improvements could be made. To begin with automated multi-stage email campaigns were implemented, including abandoned search, abandoned booking and welcome emails.

Clever segmentation from transactional and customer behavioural data

Engagement segmentation was utilised to optimise Breakfree Holidays' email frequency. This ensured the correct amount of communications were sent to the right people, at the right time, significantly reducing the risk of unsubscribes and database churn.

Next, transactional and website behavioural data was put to use allowing Breakfree Holidays to implement highly targeted email campaigns. This data enabled emails to be based on travel dates, locations and group composition. For example, families received school holiday content and emails promoting specific locations could be sent to those who had searched for them or travelled there previously.

Finally, the RedEye Account Management team reviewed performance on a regular basis, allowing recommendations to be made for improvements and testing regularly. This was especially concentrated on successes and key areas of improvement during peak periods in preparation for the next peak.

1542%
RETURN ON INVESTMENT

64%
INCREASE IN EMAIL REVENUE

The results

Following a busy year of making improvements to the Breakfree Holidays email channel, their target of a 1% increase in email conversion rate was not only met but exceeded. When they joined RedEye they had a conversion rate of 3.20% and after the year was over we had achieved an 85% increase leading to a conversion rate of 5.91%. On top of this bookings were also increased by 54% YOY and overall revenue from the email channel was increased by 64%. The ROI from Breakfree Holidays first year with us 1542%.

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“We decided on the RedEye Marketing Automation platform to help us achieve improvements in our email channel's conversion rates. We set RedEye the target of improving our overall email conversion rate by 1%, we were absolutely thrilled, at the end of our first year with RedEye, they had not only met our target, but they had nearly doubled our email conversion rate, long may this success continue!”

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Marketing Manager at Breakfree Holidays





RedEye

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

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