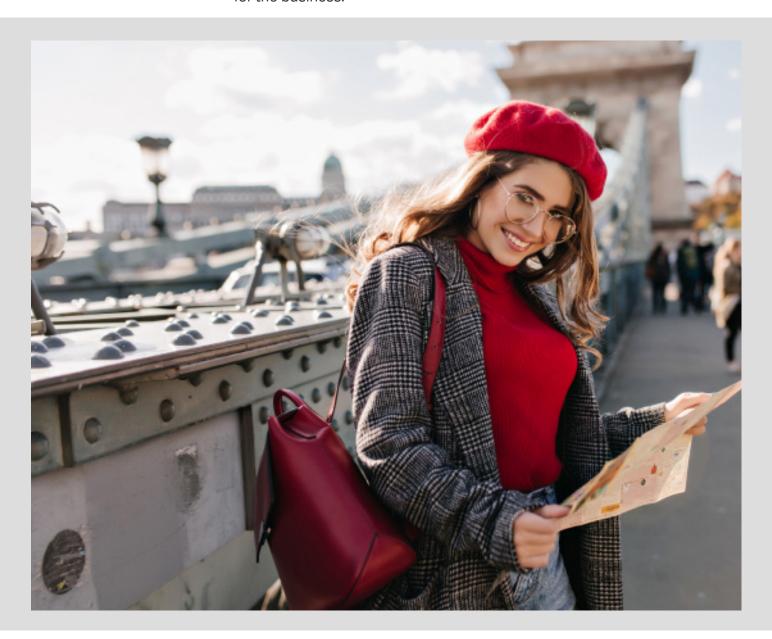**OUR WORK**

CASE STUDY

THE JOURNEY TO INCREASED REVENUE

Classic JOURNEYS

Classic Journeys is a small, boutique travel agency selling exclusive vacations that range from culinary trips to walking tours, and everything in between. Due to the nature of their offering, one reservation could cost anywhere between $5-$20k therefore smart, targeted campaigns to potential and returning clients has the ability to generate considerable revenue for the business.

THE PROBLEM

In today's highly competitive travel market, Classic Journeys was finding it hard to convert casual browsers of their site into loyal, repeat customers. Website traffic was meeting expectations but the missing link was capitalizing on those visitors and turning them into more engaged, potential customers through downloading materials such as brochures or travel guides. From the perspective of their Marketing Manager Classic Journeys was looking to gain traction on the following KPI's:
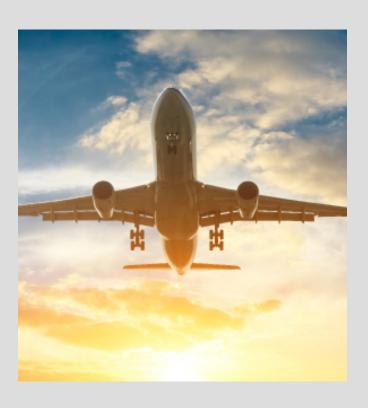
- Boost enagement on their site
- Increase Itinerary Downloads
- Drive revenue

Lineate's customer success team was tasked with helping Classic Journeys achieve these goals through triggered email campaigns using Uzala (formerly known as DataSwitch).
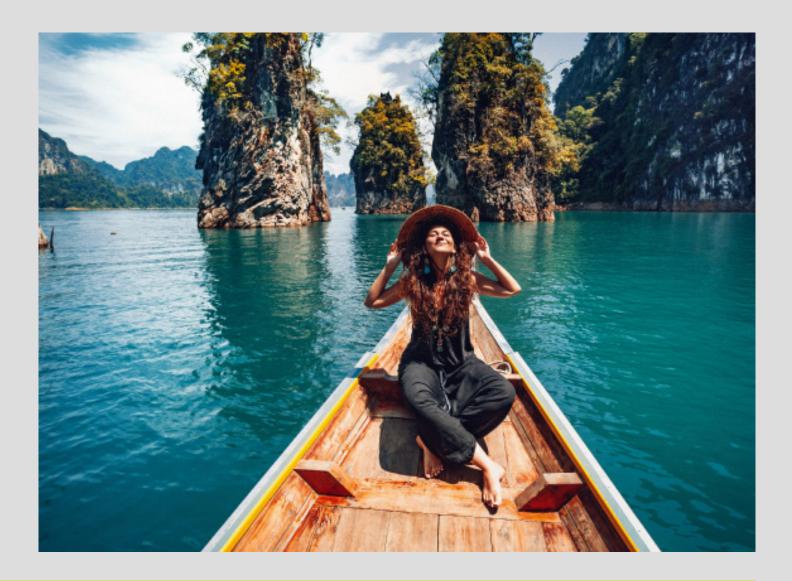
OUR APPROACH

Uzala customer success team built and implemented two types of dynamic campaigns (campaigns that require one workflow but automatically fills in the pertinent details of the relevant tour) for Classic Journeys in adherence to the customer's business rules. The two campaigns were 'Abandoned Browse' and 'Abandoned Itinerary'; the first was to ensure that clients who browsed the site but didn't request an itinerary were reminded to do so with an email focusing on the specific tour they had been viewing, whilst the second would serve to remind customers to complete filling in the itinerary form had they abandoned it for any reason. The aim of both these campaigns was to not only increase customer engagement on their website via returning traffic, but to exhibit a level of personalization by tailoring the content and creatives of the emails to the specific tour they were viewing. This degree of personalized content was something that the Marketing team at Classic Journeys were keen to implement.

✓ THE RESULTS

Since the introduction of Uzala's dynamic campaigns, Classic Journeys has directly attributed $73,500 in revenue from the two campaigns. This translates to roughly 2.5 times ROI in just 3 months, with that figure continuing to climb. De-anonymized profiles, Click-Through Rate and Itineraries Downloaded are all trending upwards, whilst the customer Unsubscribe Rate has fallen from 6.90% at the launch of the campaigns to 1.43% today. The onus on personalized content appears to be paying dividends, as the increased engagement along with Uzala's reporting capabilities have led the charge for further optimizations based on customer behavior, regional tour preferences, and cross channel campaigns.