



ContactLab for the travel industry

What ContactLab can do for you

ContactLab helps brands build and maintain solid relationships with recipients, answering common questions like:

- ✓ How do I inspire people to join my house list?
- ✓ How do I make my campaigns stand out?
- ✓ How do I nurture my contacts throughout their life-cycle?
- ✓ How am I doing?
- ✓ How can I improve?



Why e-mail marketing

- ✓ **E-mail is cost-effective:**
benefit from higher value for money than any other direct marketing tool. And because e-mail campaigns are relatively easy to implement, they also minimise staff effort.
- ✓ **E-mail is advanced:**
send tailored and targeted messages to prospects and customers, manage recipient life-cycle, from acquisition to retention, and extend the life-time value of each contact with the right message, sent to the right person at the right time.
- ✓ **E-mail is measurable:**
check in real time who opened, clicked, forwarded to friends or shared on social networks. Complete the picture to find out who reached the conversion page and what recipients did next.
- ✓ **E-mail works:**
maximise return on investment. Run split tests and use key findings to help shape future campaigns and improve results.

Over 30 travel industry companies trust ContactLab with their e-marketing campaigns, including





ContactLab for the travel industry

Relevance messaging for the travel industry: the right message, to the right person, at the right time

Relevance drives results: segmented campaigns produce at least 30% more opens and 50% higher CTR than undifferentiated campaigns. (Source: MarketingSherpa E-mail Marketing Benchmark Guide, 2009). This is particularly the case in a very competitive environment such as the travel industry.

How do you set-up relevant campaigns?

By targeting the right message to the right person at the right time.
Some examples:

MESSAGE	WHO	WHEN	WHY
WELCOME	All	Sign up	Introduction to program
NEWSLETTER	All	Regular intervals	Focus on highlights
SPECIAL OCCASIONS	All / specific segment	Birthday, anniversary, etc.	Brand loyalty
POST-CLICK	Clicked on link / category	A few days after click	Sales opportunity
ABANDONED CART	Almost purchased	A few hours after click	Purchase recovery
ORDER CONFIRMATION	Just purchased	Immediately after purchase	Up/ cross-selling
SURVEY	Purchased	A few days after travel	Feedback
PRODUCT RECOMMENDATION	Already purchased	Depending on product life-cycle	Up / cross-selling
LAPSING	Doesn't open / click	Depending on product life-cycle	Incentive or freeze

