

alpharooms.com | Case Study

alpharooms.com increase email marketing ROI through improved targeting and deliverability and better engagement

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Mediterraneo 1 key Nerja, Costa del Sol	3rd May, 10 nights flights included	SC	£198.98	per person
Happy Days Studios 3 key Malla, Crete	8th June, 7 nights flights included	RO	£221.07	per person
Club Vista Bahia 3 key Portinatx, Ibiza	8th May, 7 nights flights included	AI	£251.51	per person
Mimosa 3 key Sidari, Corfu	19th June, 7 nights flights included	HB	£224.67	per person

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Highlights:

- Sales increase of 9% through cross-/up-selling in emails
- Increased deliverability to 99.6%
- Increased email marketing ROI by 32%

“ emarsys helped us improve relevancy of our marketing messages and increase response rates through better targeting. They allowed us to completely take our minds off email setup, dispatch and deliverability and free up time to focus on business development. It will be safe to say that the 32 percent increase in the email marketing ROI that we have seen in the last year is largely due to the emarsys technology and support. ”

Daniel Morley
Marketing Director, alpharooms.com

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Customer Profile

alpharooms.com is one of the UK's leading websites for discount worldwide travel. It offers some of the best deals available on the internet for discount hotels and flights. Currently celebrating 11 years of successful trading, the company continues to grow, with over 100 employees and a portfolio of over 70,000 hotels and apartments worldwide. alpharooms also operate websites in Ireland, Germany, France and Spain.

Challenges

Transactional Messages

Using email as one of the main customer communication tools, alpharooms were in need of a reliable partner to provide complex transactional messages which would be in line with the comprehensive product and service range: from flight only and flight +hotel offers, to car rentals and travel insurance services.

Up-sell

alpharooms were looking to use their transactional messages which generally enjoy high open rates to generate more bookings through cross- and up-selling.

Marketing Messages

To increase the relevancy of their marketing messages, alpharooms wanted to send out their weekly travel offers tied to relevant UK airports. They were thus in need of a solution that would help them send individualised messages in high volumes without jeopardising the email quality and spending extra time and resources on coding HTML.

Solution

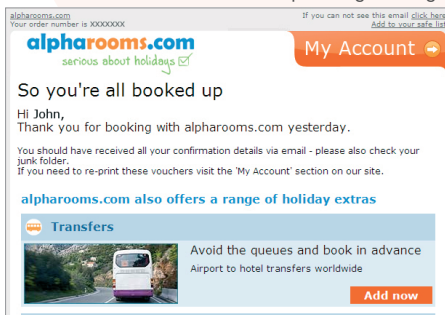
To address the client challenges, emarsys built two content management systems for alpharooms - one tailored specifically for transactional and one for marketing email messages.

For transactional messages, the bespoke emarsys CMS enabled the alpharooms and emarsys account teams to easily build 38 different types of email messages in four languages. In 30 days turnaround time alpharooms had reliable and relevant transactional messages running, delivered to the recipients' mailboxes. In addition, the emarsys Transactional Module also provided them with the opportunity to incorporate cross- and up-selling messages and interactive customer surveys for increased customer engagement and better loyalty.

For marketing messages, emarsys helped alpharooms to significantly improve their regular emails by altering the client sign-up form in order to gain in-depth customer insight and by utilising the CMS to enable alpharooms to send highly personalised offers, precisely targeted based on the customer demographic and previous purchase behaviour, as well as on the open and click-through behaviour across the year.

Finally, to ensure alpharooms marketing and transactional messages always hit the customer inbox; emarsys assigned a dedicated team of deliverability consultants for ongoing monitoring of campaign performance.

Cross-/Up-Selling Message



Pre-Travel Checklist

Results

- e Improved deliverability rate of **99.75 percent and 99.6 percent** across transactional and marketing messages accordingly. Virtually 100 percent inbox delivery
- e Cross- / up-selling message click rate of **30-35 percent** with the resulted increase in sales by **9 percent**
- e **15 percent** response rate achieved for post-travel surveys – 53 percent of users providing user-generated content
- e **Resulted ROI - 32% increase**