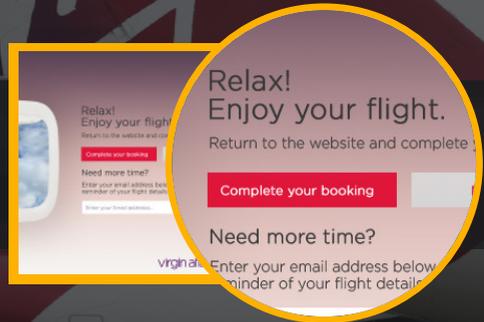


 **5%** Virgin Atlantic's remarketing campaign has increased online sales by more than 5%.



Background Story



Booking abandonment is a huge challenge for the airline industry; with SaleCycle's latest figures showing that over 80% of visitors will leave a site without completing their reservation. For companies like Virgin Atlantic, with millions of website visitors every month, this equates to a massive amount of potential revenue left on the table.

Virgin Atlantic identified this challenge and approached SaleCycle to create an integrated On-Site and Email Remarketing program to help convert their web visitors into customers.

An Easy Journey from Start to Finish



In addition to recovering lost bookings, one of the main objectives of Virgin Atlantic's remarketing program was to focus on upselling potential customers to an upgraded travel class. Using SaleCycle's dynamic segments, Virgin Atlantic is now able to tailor their email messaging; emphasizing the benefits of different levels of travel according to the type of booking previously abandoned.

While the success of the Email Remarketing campaign was fairly immediate, SaleCycle identified a huge proportion of visitors (some 96%) who abandoned a booking without leaving an email address. Acting on the opportunity at hand, Virgin Atlantic rolled out an On-Site Remarketing campaign to reconnect with visitors who abandoned earlier in the booking process. Visitors who are not ready to book also have the option to request a handy email, complete with their travel details, allowing them to return later.

The Results



The On-Site Remarketing aspect of the campaign has quickly become an integral part of the customer journey - engaging customers before they leave the website and enabling Virgin Atlantic to send over 45,000 additional remarketing emails per year. The emails themselves have been remarkably effective.

While an open rate of 59% is a great indicator of email engagement, the really eye-opening stat is the \$29 revenue that is generated from every single remarketing email Virgin Atlantic sends. Impressive stuff. The program is a great example of the power of a timely and helpful message, reminding visitors why they came to the site in the first place.



reevoo

"A high level of dedicated account support and expertise across all areas - integration, campaign planning, design and strategic development.

I've been very impressed by the service and support we've received from our SaleCycle team from the beginning, as well as the fantastic commercial performance of our campaign."

Darren Drew, Database Marketing and CRM Manager at Virgin Atlantic



The Creative



Animated Background



Customer Service Tone



Integrated with ESP



Full Flight Details



Dynamic Content



Upsell Messaging

