



14%

Skiddoo's multi-cycle email remarketing campaign has 14% of clickers going on to complete their booking.



Found your flights cheaper elsewhere?  
We'll match the price & give you  
**\$30 flight discount\***

## Background Story



Skiddoo, an Australian based online travel agency, was founded on the belief that traveling is the fuel for happiness. Having recently launched a website in Singapore, Skiddoo aims to help more travelers discover new places, cultures and people!

High abandonment rates across the travel industry can be a real headache for marketers. And for Skiddoo, this means that less people are jetting off on their well deserved holidays.

Teaming up with SaleCycle, they've implemented an email remarketing campaign, targeted at the 94% of their website visitors who start a booking, but do not purchase at that time.

## 3rd Time's the Charm



Knowing that when it comes to booking flights people take longer to research and take a decision, Skiddoo were keen to get a handy reminder of the holiday into people's inbox.

The first remarketing email is sent 45 minutes after an abandonment occurs and includes full booking details and clear call to action buttons linking visitors back to their flight selection. If no action is taken, a follow up email is sent after 24 hours.

After the initial success, a third cycle was added to the campaign. This final email reinforces Skiddoo's 'Price Match Promise', and also offers a discount code that can be used on the flights selected.

## The Results



With initial open rates of the emails in excess of 42%, the two-cycle email campaign had 14% of people who clicked through back to the website, going on to finish their booking. The inclusion of the third email cycle, resulted in an additional 6% increase in the number of conversions Skiddoo saw through remarketing.

Not only has this campaign achieved fantastic results for Skiddoo, but it is helping to send more people away on their long desired holidays, while saving them time too.



## #AskOurClients



"The team at SaleCycle are really good and the service they provide is great. The creativity, analytics and insights that SaleCycle offer us are things we wouldn't be able to get on our end. **That's invaluable really.**"

Katie Meade-King, Digital Marketing Manager - Skiddoo



# The Creative



**skiddoo**  
A click away

Need help booking? Call us at +65 315 888 42

Found your flights cheaper elsewhere? We'll match the price & give you **\$30 flight discount\***

Hi Lee teng,

Are you planning a trip to Ipoh? Make your booking today, as seats are limited. For your convenience, we have saved your booking. Just [click here to continue](#) with your booking.

We can't promise you'll find the love of your life, or stay in a palace on your next holiday, but we do promise that you will have a **great booking experience** when you book with Skiddoo.

**Book Now!**

If you need help with your booking call us on +65 315 888 42 or send us an email [contactus@skiddoo.com.sg](mailto:contactus@skiddoo.com.sg)

Your flight selection

<b>Malindo air</b>	Fri, 19 Feb 2016	10:00am	11:25am	Ipoh-IPH
<b>Malindo air</b>	Sun, 21 Feb 2016	12:10pm	01:30pm	Ipoh-IPH

Total amount to pay  
1x Adult **SGD\$ 119.10\***

**Continue Booking**

\*All prices quoted in Singapore dollar, including taxes.

[Click here to find out more about Skiddoo's Price Match Promise](#)

\*Terms & Conditions Apply

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A click away

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**Exclusive \$15 Flight Discount**

Hi Lee teng,

Last chance to book! Get a \$15 flight discount off your booking now. Don't miss out on this exclusive offer and your chance to Skiddoo today.

For your convenience, we have saved your booking details. Just [click here to continue](#) with your booking and to enjoy this promo.

To claim your exclusive \$15 flight discount enter **FLY15** on the payment page under 'Discount promo code' and click '+' to apply.

**Book Now!**

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Price Beat Promise



Multiple Email Cycles



Full Booking Details



Clear Call to Actions

