Scoot Increases Online Sales with Behavioral Marketing

Background Story

Booking abandonment is a huge challenge for the airline industry; with SaleCycle's latest figures showing that more than 80% of visitors will leave a site without completing their booking. Companies like Scoot attract thousands of website visitors every month, so this equates to a massive amount of potential revenue left on the table.

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

A Real Sense of Urgency

Scoot partnered with SaleCycle to develop and create an intelligent email and on-site remarketing campaign.

Only interested in providing an excellent customer journey online, Scoot approached SaleCycle to create a seamless booking abandonment program - essentially recovering lost bookings online.

The integration with Scoot allows them to trigger an on-site message at the point of abandonment - highlighting the destination of choice, and prompting the customer to book and not to ‘miss out’.

Not only is the campaign providing a first class service for the customer, it’s building a foundation of trust in the practice of Scoot - providing value and honesty in the brand.

The Results

SaleCycle’s partnership with Scoot has been a real success, not only has it increased their online revenues, its helped improve the customer booking experience online.

Preventing abandonment at the time of booking, Scoot’s on-site message has been more than successful - with almost 20% of those clicking on the overlay continuing on with their booking.

Those not tempted by the on-site message are then sent a booking abandonment email, boasting an open rate of around 50% - with over 35% of those going on to complete the booking.

The importance of creating urgency in any remarketing campaign has been highlighted by Scoot, with an outstanding increase in overall online sales of over 4%.

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I’d recommend SaleCycle to anyone.
Good service, fast response, good revenue returns!

Kevin Tan, Assistant Manager at Scoot

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