

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%.



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

Kevin Tan, Assistant Manager at Scoot



The Creative



Taipei is one of our most popular destinations, and sells out fast. Make sure you don't miss out!

Continue Booking

Not quite ready yet? Send yourself this Taipei search to complete your booking at a later stage.

Enter your email address

Send Me This Itinerary

Email Acquisition

International Creatives

scoot

Hooray!
Your flight is still available.

Continue Booking

Hello Fred, we noticed you searched for a flight on FlyScoot.com but left before completing the booking.

The seats to your desired destination are selling out quickly for the dates that you have selected. Hurry, return to **complete your booking now** before it's too late!



✈ Your flight schedule

Flight TZ 5 Gold Coast to Singapore
16 December, 2016
OOL 09:25 AM SIN 15:20 PM

Total Price
AUD 2,363.52*
2X Adult 2X Child

Fares are not guaranteed until Scoot confirms your booking and payment is made in full.

Continue Booking

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Scoot to even more destinations!

Explore more than 20 cities in Thailand from Don Mueang Airport with our latest interline partner, NokAir! **Find out more >>**

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Clear Call-To-Action