

# SaleCycle for Travel

They came to your site for a reason.



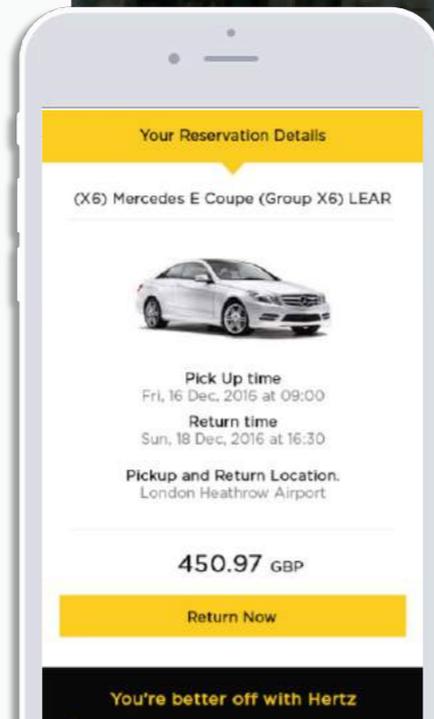
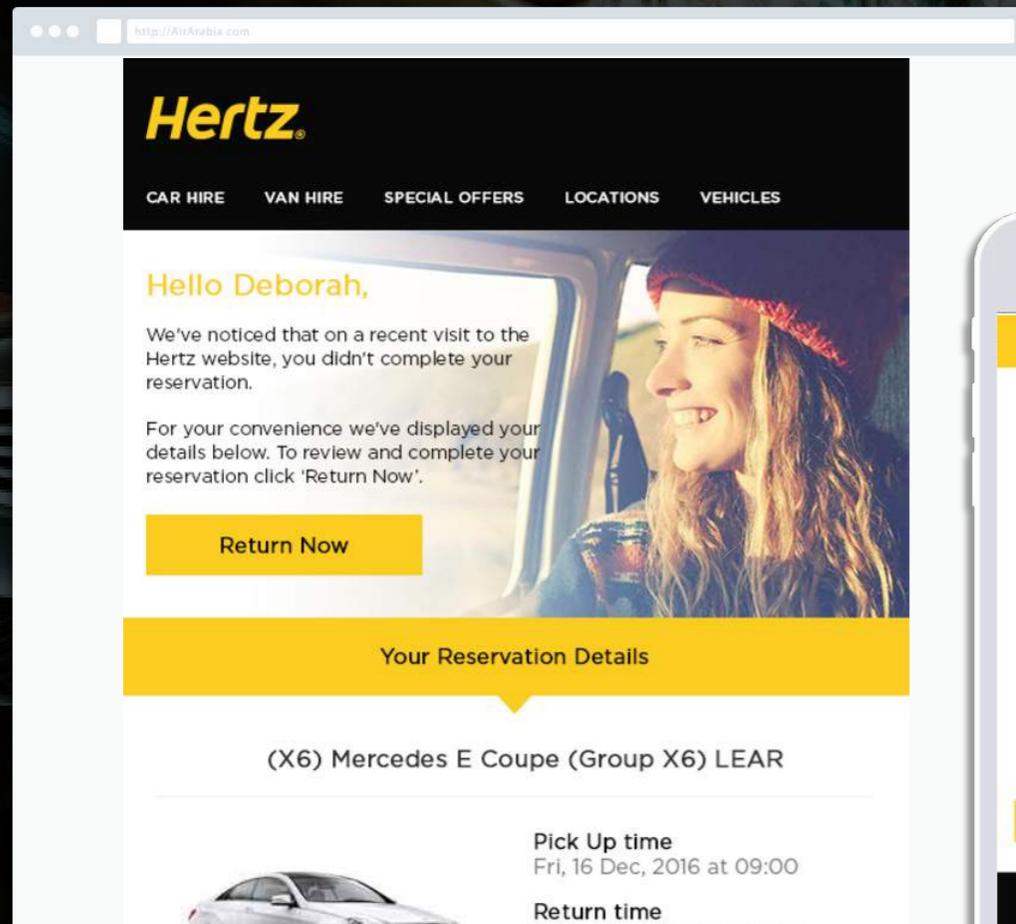
# SaleCycle for Travel

They came to your site **for a reason.**

The travel industry experiences the highest rates of booking abandonment, at **over 80%.**

SaleCycle uses behavioral data to enable travel brands to create better customer journeys online, optimizing conversion rates, recovering abandoned sales and increasing customer lifetime value.

**The end result? Increased online sales.**



**Hertz.**

**37%** of clicks lead to a booking

The Hertz Story.

The partnership between SaleCycle, Reprise Media and BrightTag helped to ensure Hertz campaign was setup with the minimum of fuss. By integrating with the Hertz booking

engine, SaleCycle are able to capture real time data, contact people who abandoned their reservation and convert these hottest prospects into valued customers.

*"Working with SaleCycle has not only improved our numbers, but it has improved our overall customer experience. They have an impeccable track record for success, and pay close attention to the details."*

*Khadija Konate, Online Affiliate Executive at Hertz*

The screenshot shows the SuperBreak website with a search bar at the top. A navigation menu includes Home, Hotels, Theatre Breaks, London, Concerts & Events, Travel, Attractions, Airport Extras, Vouchers, and Offers. The 'Hotels' section is active, displaying a search form with fields for destination, check-in, nights, and rooms. A 'Search' button is visible. A large white pop-up message is overlaid on the search form, containing the text 'Before you go...' and 'Here are some great reasons why we can make your short break a SuperBreak'. The reasons listed are: 'No Credit or Debit Card Fees', 'Established for over 30 years', 'ABTA and ATOL member', and 'Best UK Operator 2015 - Globe Awards'. A 'Continue your booking' button is at the bottom of the pop-up.



## 29% boost in average booking value

The SuperBreak Story.

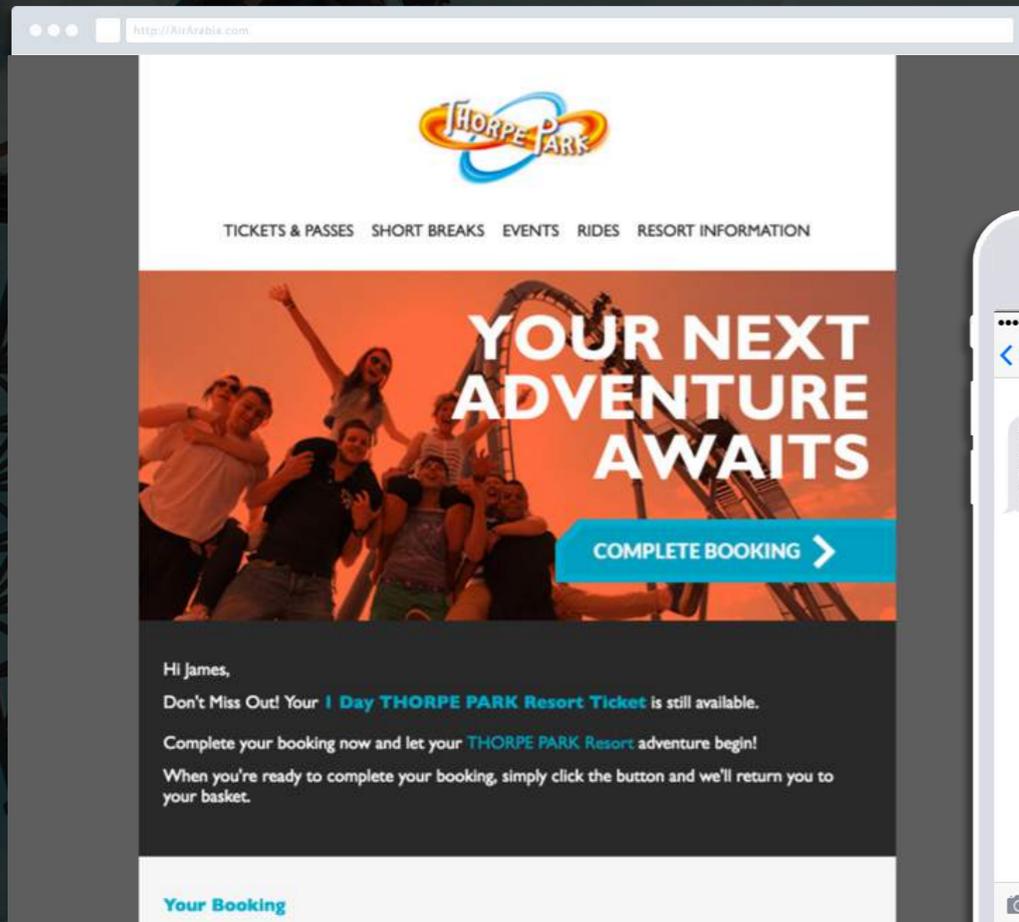
Using a combination of on-site and email remarketing, SuperBreak are able to target everyone who abandons a booking. The on-site message reinforces the benefits of booking

with a travel brand with over 30 years' experience, while the email campaign uses animated designs and full basket details to engage the recipient and bring them back to the site.

The screenshot shows a mobile app interface. At the top, there's a header with the text 'Create your perfect break!' and a 'Continue Booking' button. Below this, there's a message: 'Hello, Mr Smith. A little while ago you created your perfect break, but didn't finish your booking. We've kept the information you've searched so if you decide to go ahead with the booking you can simply continue from here.' The background of the app shows a group of people with luggage.

*"[SaleCycle's] highly measurable remarketing solutions are driving more revenue than we expected. Working with SaleCycle is, professionally, one of the best decisions we've ever made."*

David Haynes, Online Conversion Manager at SuperBreak



## 5% increase in online sales

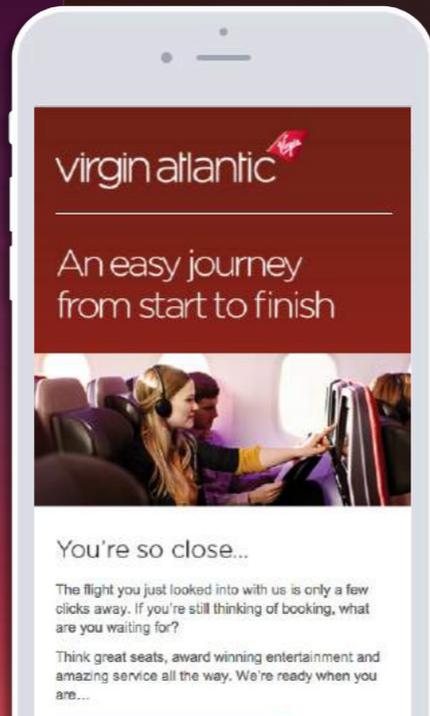
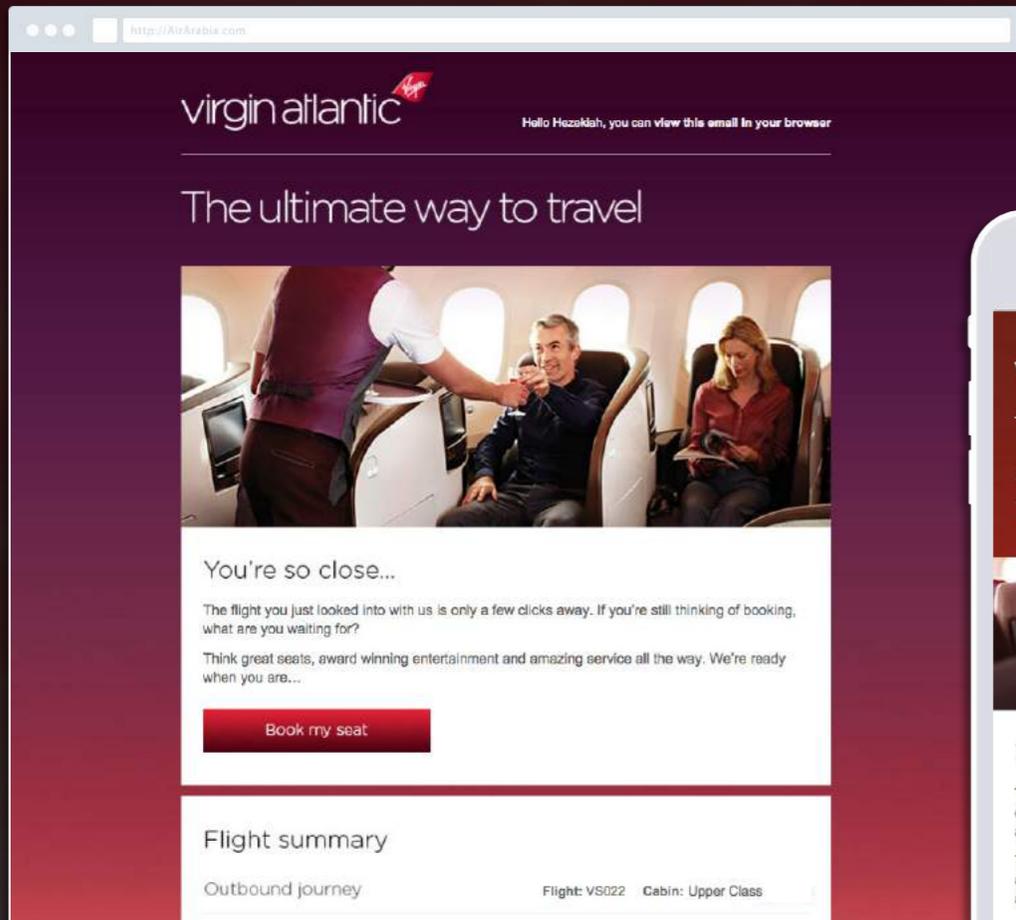
The THORPE PARK Resorts Story.

One of the keys to curbing booking abandonment is the sending of timely, relevant and personal content to abandoning visitors. The addition of an SMS campaign has allowed

THORPE PARK to deliver on all these fronts. The immediacy of the campaign allows customers to return and complete their booking whilst on the go, direct from their mobile phone.

*"SMS remarketing has been a really effective addition to our email campaigns, giving our customers a route back to our site on the channel most convenient to them. The results have been outstanding."*

*Ulf Tiedemann, Senior Brand Manager at THORPE PARK Resort*



virgin atlantic

**\$29** revenue from every email sent

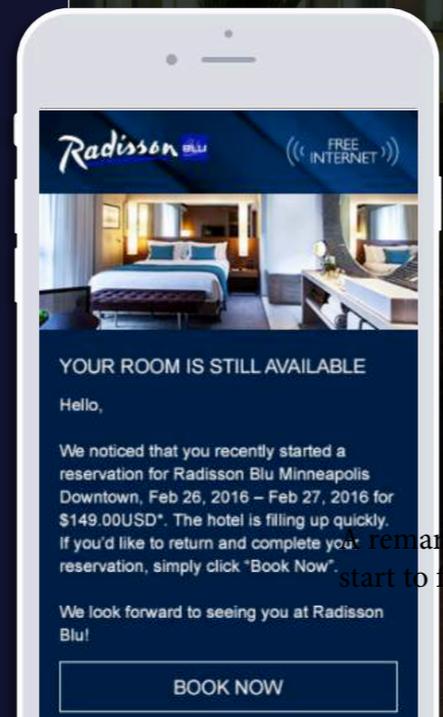
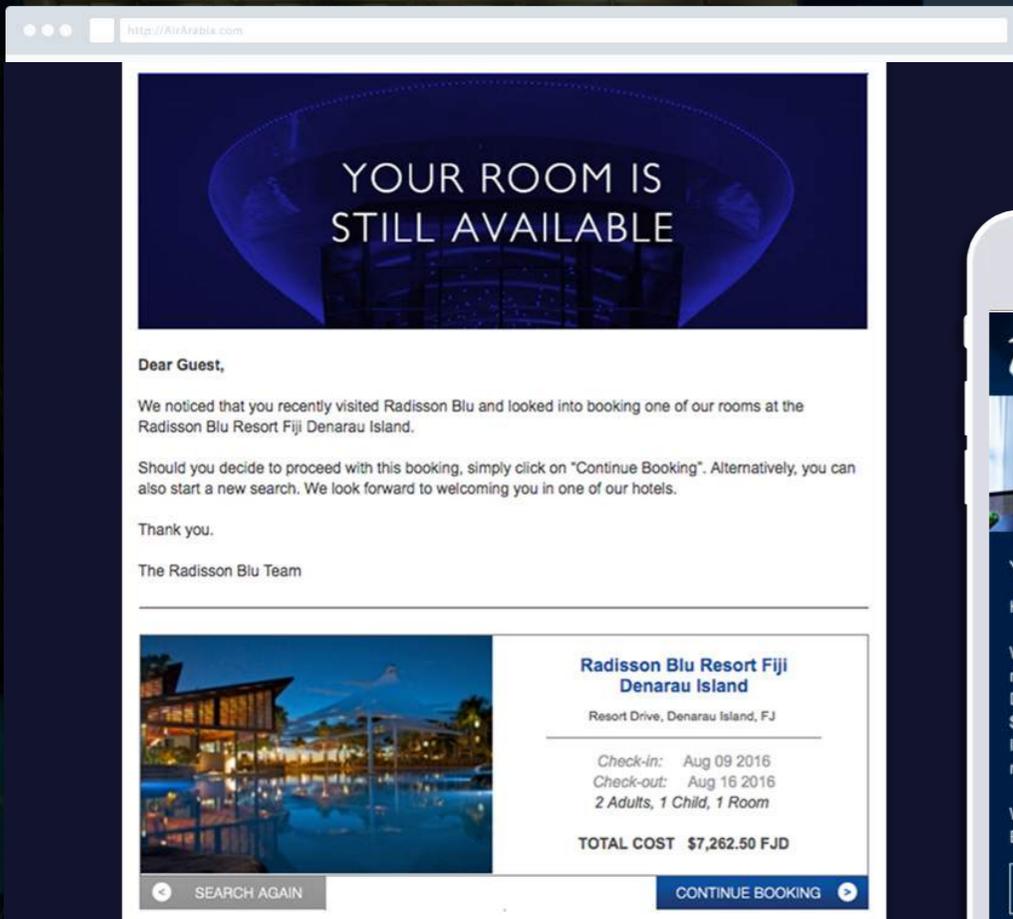
The Virgin Atlantic Story.

In addition to recovering lost bookings, one of the main objectives of Virgin Atlantic's remarketing program was to focus on up-selling customers to a higher travel class. Using segmentation

their email messages include full flight details as well as displaying dynamic content emphasizing the benefits of different levels of travel, with subtle up-sell messaging.

*"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*



# 53% open rate on remarketing emails

The Carlson Rezidor Story.

Carlson Rezidor APAC use multi-cycle email remarketing strategies across a number of their hotel properties. With a customer service tone, the emails include full booking details and link

the user back to the stage they left their booking. A second email is used to highlight the benefits of the chosen property, and encourage the visitor to finish their purchase.

*“SaleCycle’s remarketing campaigns have allowed us to provide our visitors with the exceptional level of customer service they would receive during their stay, from the moment they start to book.”*

*Amanda Du, Manager, Digital Marketing & Promotions at Carlson Rezidor APAC*

# #AskOurClients

## Impartial Revoo Reviews

العربية للطيران  
airarabia.com

*"SaleCycle provide great email remarketing services with minimum inputs from client side. They have a great account management team that are always providing optimization ideas."*

Jumeirah

*"Quick to setup, good reporting suite, effective managed service for email campaigns that focus on recovering abandoned carts and bookings"*

theDungeons

*"SaleCycle have a fantastic ability to adapt and take on any region or market globally and at such short notice too. Brilliantly flexible and always keen to share new ideas and developments."*

AIR NEW ZEALAND

Radisson  
HOTELS & RESORTS

directholidays.co.uk  
Great holidays, great prices

wotif

DFDS

Best  
Western

FRASERS  
HOSPITALITY

MSC  
CRUISES

السعودية  
SAUDIA

Thrifty

Celebrity X Cruises

Barceló  
HOTELS & RESORTS

lastminute.com

zipcar

skiddoo  
A click away

CroisiEurope

SaleCycle

SaleCycle

