

Overview

- ✓ Travel destination
- ✓ Buyer personas
- ✓ Travel interests
- ✓ Purchase history
- ✓ Shopping preferences

To create a personalised experience for users and increase travel enquiries.

All Flight Centre's email subscribers.

Execution

Dynamic content, like header copy, header image, layout, and pricing, was used to provide a personalised experience based on the subscriber's:

- 1 **Departure point:** where users are travelling from
- 2 **Buyer persona:** one of five different travel personas (Culture, Adventure, Family, Luxury, Relaxed, or Generic) compiled based on available user preferences and purchase history

Flight Centre Results Case Study

The image displays a 4x2 grid of mobile app screens for Flight Centre, comparing content for Cape Town and Johannesburg. The screens are organized into four rows, each representing a different type of offer. Dynamic content is highlighted with dashed boxes and labels.

- Row 1: Email Example**
 - Left:** Email example to a person from Cape Town with an adventurous travel persona. The screen shows a "FLIGHT CENTRE" header, a "0877 40 50 16" contact number, and a "Dynamic Content based on Interests" label.
 - Right:** Email example to a person from Johannesburg with a luxurious travel persona. The screen shows a "FLIGHT CENTRE" header, a "0877 40 50 16" contact number, and a "Dynamic Content based on Interests" label.
- Row 2: Latest Flight Deals**
 - Left:** "LATEST FLIGHT DEALS FROM CAPE TOWN". Deals include Auckland from R12050, London from R8830, Bali from R10250, Mauritius from R6550, Dubai from R7690, and New York from R11790. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "LATEST FLIGHT DEALS FROM JOHANNESBURG". Deals include Auckland from R11450, London from R7650, Bali from R7490, Mauritius from R5690, Dubai from R4890, and New York from R9390. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
- Row 3: Holiday Packages**
 - Left:** "HOLIDAY PACKAGES" for India - Taj Express. Features a "CAPTIVATING TOURS FOR 2" badge, "SAVE UP TO 50%", and a "BONUS" of 2-4-1 Save 50% (Already Included). A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "HOLIDAY PACKAGES" for India - Taj Express. Features a "CAPTIVATING TOURS FOR 2" badge, "SAVE UP TO 50%", and a "BONUS" of 2-4-1 Save 50% (Already Included). A "Dynamic Content based on Departure Point" label points to the "FROM" field.
- Row 4: Local Deals**
 - Left:** "CAPE TOWN - LAGOON BEACH HOTEL & SPA". Features a "THE BEST OF LOCAL DEALS" badge, "3 nights", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "CAPE TOWN - LAGOON BEACH HOTEL & SPA". Features a "THE BEST OF LOCAL DEALS" badge, "3 nights", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
- Row 5: Explore Mauritius**
 - Left:** "EXPLORE MAURITIUS IN STYLE". Features a "2 kids U/12 FLY FREE" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "EXPLORE MAURITIUS IN STYLE". Features a "2 kids U/12 FLY FREE" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
- Row 6: Mauritius - Beachcomber Mauricia**
 - Left:** "MAURITIUS - BEACHCOMBER MAURICIA". Features a "HOLIDAYS DREAMS ARE MADE OF CRUISES FROM R30390" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "MAURITIUS - BEACHCOMBER MAURICIA". Features a "HOLIDAYS DREAMS ARE MADE OF CRUISES FROM R30390" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
- Row 7: Mediterranean Summer**
 - Left:** "MEDITERRANEAN SUMMER". Features a "HOLIDAYS DREAMS ARE MADE OF CRUISES FROM R30390" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.
 - Right:** "MEDITERRANEAN SUMMER". Features a "HOLIDAYS DREAMS ARE MADE OF CRUISES FROM R30390" badge, "Beachcomber Deals", and a "BONUS" of Free airfare for up to 2 children under 12 years. A "Dynamic Content based on Departure Point" label points to the "FROM" field.

Results

Dynamic content helped Flight Centre's emails achieve overall results of:



higher
open rate



higher
click-through rate



higher
click-through rate

1 Departure Points Only

On the emails that sent dynamic content based only on the users' location, the results included:

- ✓ A **69.7% increase** in website traffic from the emails
- ✓ A **106.45% increase** in email user enquiries on the Flight Centre website

2 Persona Personalisation

The emails that sent dynamic content based on the subscribers' buyer personas achieved the best results of all, including:

- ✓ A whopping **388.72% increase in website traffic** from the emails
- ✓ A **153.75% increase** in email user enquiry submissions on the website

Campaign Success Factors

The massive success of these mailers was thanks to a combination of factors, including

- ✓ **Dynamic content:** Pricing, content, imagery, and layout was customised according to user location and persona
- ✓ **The subject line:** These included personalisation and / or emojis
- ✓ **Preference centre:** This allowed Flight Centre to gather user data and send targeted content

