









### Flight Centre Boosts Website Traffic from Email by 388.72%

#### Overview

Flight Centre wanted to serve relevant travel offerings to their subscribers based on data like:

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

# Objectives

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

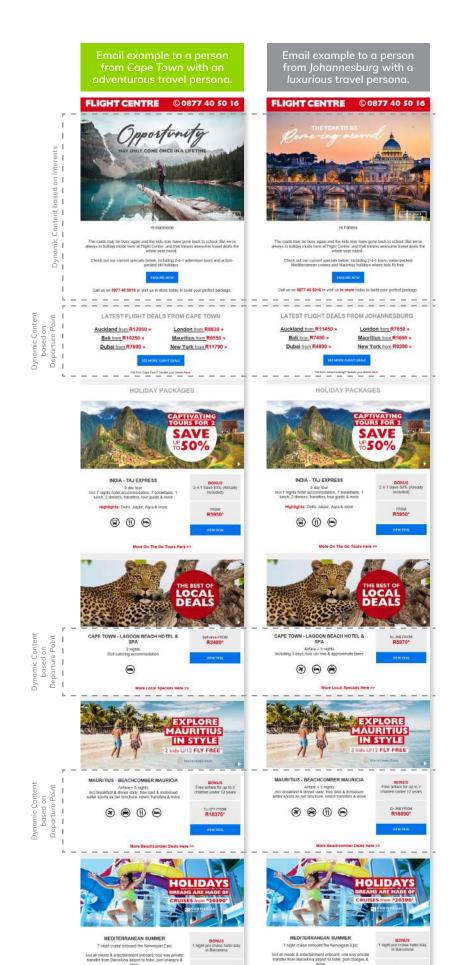
Target Market

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:

- 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













#### Results

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



higher open rate



higher click-through rate



higher click-through rate

# 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

## 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

