

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

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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

