

Travel Solution

Case Study



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Lifecycle Digital helped House of Travel enrich more people's lives.

House of Travel

House of Travel firmly believe that the best holidays are created together. The New Zealand based travel company is known for creating unique experiences for their clients. This customer-first ethos is award winning with the company being ranked Best Travel Agency Brand three times since 2013.

HOUSE OF TRAVEL

The Problem

House of Travel engaged with Lifecycle Digital to get closer to their customers. They were struggling to unlock the full advantage of Salesforce Marketing Cloud and were only using it for simple batch and blast email campaigns.

The company was experiencing two main challenges which limited their marketing capabilities:

- Their data setup restricted their visibility on all customer records within their database
- Their unsubscribe process was not performing as required

The Solution

Lifecycle Digital worked in partnership with House of Travel to solve the two major marketing pain points.

Firstly, by implementing new SFMC data structures which enabled greater automation of data imports. This dramatically improved the travel company's visibility of their customers and created a single customer view.

The next step was to resolve the unsubscribe process by assisting with the subscriber key migration that provided a more robust unsubscribe process and cleaner subscriber records. This vastly improved the companies emailing and unsubscribing process.



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The Results

Resolving these pain points means the marketing team can now implement effective cross channel marketing within Salesforce Marketing Cloud.

Lifecycle Digital empowered the House of Travel team with their data and brought them closer to their customers. By understanding who their customers were the marketing communications became more targeted. This aligned the marketing strategy with the company's goal of celebrating each of their customers' individuality.

“Lifecycle Digital and House of Travel teams were a good match and their approach to work meant that there would be no surprises”



Kim Foster, Customer Engagement Manager



Want to learn more?

Contact us at info@lifecycledigital.com
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