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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.
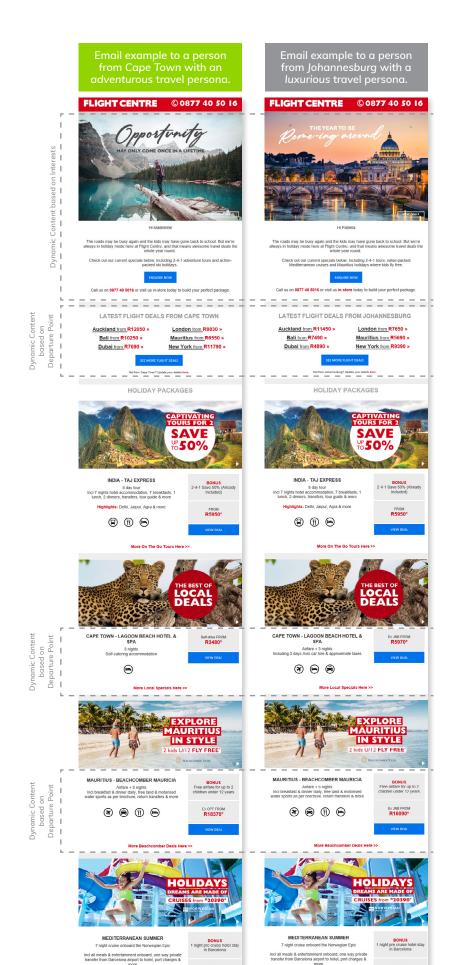
Target Market

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:

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

Email example to a person from *Cape Town* with an adventurous travel persona.

Email example to a person from *Johannesburg* with a *luxurious* travel persona.

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Results

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

6.9%
higher
open rate

4.5%
higher
click-through rate

4.5%
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