



Travel Case Study – Researching your market!

DBS Data were approached by a travel firm who were looking to dip their toe into prospect email marketing for the first time. The short-term aim was to drive traffic to the website and long term goal was to maximize return from their existing data and to increase sales.

After discussing the consumer selections available within the B2C Data Universe and the 2.4 million email addresses that DBS could segment by holiday type, this seemed like a match made in heaven. Identifying that volume isn't always the answer was the key to maximizing the return for the client's budget.



Data Cleaning

We started by analyzing the company's existing customer database, which had some records that originated back to 1990!. By running an initial hygiene report on the file it was identified that there was a huge amount of budget wastage through gone aways and deceased records. The client was potentially wasting up to £25,000 every time that they sent a piece of direct mail. DBS helped to cleanse the file, ensuring that it was fully compliant and up to date, replacing 60% of the gone away customer addresses with new ones.



Data Segmentation

We ran an advanced propensity report on the client data, identifying key demographics within their customer base. This started to build a bigger picture of who their customers were, and who they are likely to be in the future. The segmentation looked at the data on an individual and household level and key trends towards an older, wealthier demographic were quickly identified.



Market Research

Before commencing with the marketing campaign, it was key to understand what non-customers thought of the brand, and how our client could engage them more. We conducted a 15 minute online survey through our Opinion Panel with 500 consumers aged



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50 and over who had never purchased a holiday through our client in the past, a key target audience for growing new business.

The insight gained from this research helped to shape the creative content and messaging of the 1st email campaign that was fulfilled by us.



Targeted prospecting and campaign delivery

From the results of the profiling and segmentation exercise we created an email prospect pool of 150,000 records. An email was sent once a month over a 6 month period with different content derived from the research, In addition we created targeted facebook adverts served to the same audience. The client was happy to see open rates of circa 8% and despite the main objective of this campaign being a brand building exercise the initial prospecting delivered a 122% return.

The full range of DBS services helped to create an intelligent campaign and story for our client.

Sometimes... less can deliver much more!

To find out more please call us on 01245 397570.



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