

A Loyalty Program of A Hotel Chain

Service that we provided:

CDI Customer Data Insights

CC Cross Channel
Marketing Strategy

CD Campaign Design

CE Customer Engagement
Strategy

CM Campaign Management:
Campaign Brief, Build & Delivery

Background:

- An acquisition process is based repetition of single shot acquisition campaigns.
- The current process is heavily reliant on outbound telemarketing that has a conversion rate of around 1%
- Under-utilisation and unconnected infrastructure of other marketing channels such as email and digital.
- Availability of dedicated resources appears to be the main constraint to scale.

Approach:

- Optimise the data by analysing to create segments, contact strategy, and seamless journeys to improve leads engagement across the channels.
- Design and implement the omnichannel for the acquisition campaigns.
- A/B testing consumer psychographics in copywriting
- Outsource DA team to analyse, design and implement both strategy and campaign development.

Outcome:



55.1%
Highest Email open rate



Omnichannel
Lead engagement across channel



7.23%
Highest Email click rate



10+
Design and execute campaign
within 3 months

