



EDGE CSE CUET DIGITAL SKILLS TRAINING

Project Report on

Email Marketing Campaign

Batch Name: CBF-022 Digital Marketing

This Project report (CBF-022 Digital Marketing) is submitted to the Department of CSE, Chittagong University of Engineering and Technology (CUET) to fulfill the partial requirement of the Degree of Digital Marketing Course.

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DECLARATION

This project report is submitted to the department of Computer Science & Engineering, Chittagong University of Engineering and Technology (CUET) in partial fulfillment of the requirements for the degree of Digital Marketing. So, we hereby declare that this report is based on the surveys found by us and our original work, which has not been submitted anywhere for any award. Materials of work found by other researchers are mentioned with due reference. All the contents provided here are totally based on our own effort dedicated to the completion of the project. The work is done under the guidance of Ms. Prima Sultana Prity, Trainer at EDGE-CSE-CUET program.

Madob Chandra Mazumder
CBF-022 Digital Marketing

ACKNOWLEDGEMENT

It is our privilege to express our sincerest regards to our project Supervisor, Ms. Prima Sultana Prity, for her valuable input, guidance, encouragement, whole-hearted cooperation and constructive criticism throughout the duration of our project. Her useful suggestions for this whole work and co-operative behavior are sincerely acknowledged.

We deeply express our sincere thanks to her for encouraging and allowing us to present the project on the topic **“Email Marketing Campaign”** at our department premises for the partial fulfillment of the requirements. We take this opportunity to thank all our trainers who have directly or indirectly helped with our project.

We pay our respects and love to our parents and all other family members and friends for their love and encouragement throughout our career. Finally, we express our thanks to our friends for their cooperation and support.

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Abstract

This report provides an in-depth analysis of an email marketing campaign launched by Wizz Air, offering a 30% discount on winter season tickets. The campaign aimed to stimulate bookings during the traditionally low-demand winter period, maximize customer engagement, and drive brand loyalty. The report discusses the planning and execution of the campaign, the strategic decisions in content design, personalization, segmentation, and deployment phases, as well as a thorough methodology for tracking and analyzing campaign performance. The campaign's results underscore the effectiveness of targeted email marketing in converting engagement into sales, particularly during seasonal promotional efforts.

Introduction

The airline industry typically experiences a drop in demand during the winter months, especially among leisure travelers. To counter this trend and maintain revenue levels, Wizz Air launched a limited-time email marketing campaign that promoted a 30% discount on select winter destinations. The campaign was strategically designed to encourage bookings for winter travel, appealing to customers with the promise of affordable flights to popular holiday locations.

With a well-defined target audience, the campaign aimed to drive conversions by combining elements of personalization and urgency, encouraging recipients to act quickly to secure their discounted tickets. This report details the comprehensive methodology applied to achieve these objectives, from audience segmentation and content development to distribution strategy and performance analysis.

Methodology

1. Campaign Planning and Strategy

Objective Setting: The primary objectives were defined as increasing ticket bookings, enhancing engagement metrics (open and click-through rates), and ultimately boosting revenue. Secondary objectives included reinforcing brand loyalty and re-engaging previous customers. The following KPIs were set to assess campaign success:

Open Rate: Percentage of recipients who opened the email.

Click-Through Rate (CTR): Percentage of recipients who clicked on a link within the email.

Conversion Rate: Percentage of clicks that led to a booking.

Revenue Generated: Total revenue from bookings attributed to the campaign.

Target Audience Identification and Segmentation: The campaign targeted different segments based on customer data, which was analyzed through Wizz Air's CRM and email marketing platform. Key segments included:

Previous Bookers: Customers who had booked Wizz Air flights in the last 12 months, segmented based on destination and seasonal travel habits.

Loyalty Program Members: Members of Wizz Air's frequent flyer program, who were likely to respond to promotions and discounts.

New Subscribers: Potential customers who recently subscribed to Wizz Air's mailing list, particularly those interested in winter getaways.

Demographic Segmentation: Geographic location, age, and travel history were used to tailor messages to specific groups, such as families, young adults, and business travelers.

2. Email Content Development and Personalization

Visual Design: The email design aimed to capture attention through vibrant visuals of popular winter destinations and enticing images of festive holiday scenes. The email featured a 30% discount banner, strategically placed CTAs, and clear, concise messaging to convey the offer quickly.

Subject Line Optimization: To ensure a high open rate, different subject lines were tested through A/B testing. Variations such as "Escape This Winter with 30% Off Wizz Air Flights!" and "Don't Miss Out: 30% Discount on Your Next Wizz Air Winter Adventure" were analyzed to determine the most effective wording.

Body Content Personalization: The email body was customized based on segment data. Personalized greetings, tailored destination recommendations, and specific calls-to-action were incorporated. For instance:

Previous Bookers: Recommended destinations similar to past bookings.

Loyalty Members: Exclusive early access to the offer, along with loyalty points incentives.

New Subscribers: Introduction to Wizz Air's destinations, with a special "welcome" discount layered on top of the 30% offer.

Call-to-Action (CTA): Strategically placed CTA buttons, such as "Book Now to Save 30%" or "Claim Your Discount," were visually highlighted to guide users directly to the booking page. The CTAs were tested in various placements to identify the most effective position for each email segment.

3. Distribution and Timing Strategy

Three-Wave Deployment Strategy:

Wave 1 (Initial Blast): The campaign commenced with an initial email blast to all segments, timed to reach inboxes during peak open hours based on past data (mid-morning and early evening).

Wave 2 (Reminder Email): A follow-up reminder email was sent to recipients who hadn't yet opened or clicked the initial email. This email featured subtle changes in the subject line to test for increased engagement and highlighted the urgency of the limited-time offer.

Wave 3 (Final Call to Action): The final wave focused on creating urgency by informing recipients of the approaching end of the discount. This email contained urgent language and an updated CTA encouraging customers to act immediately to avoid missing the offer.

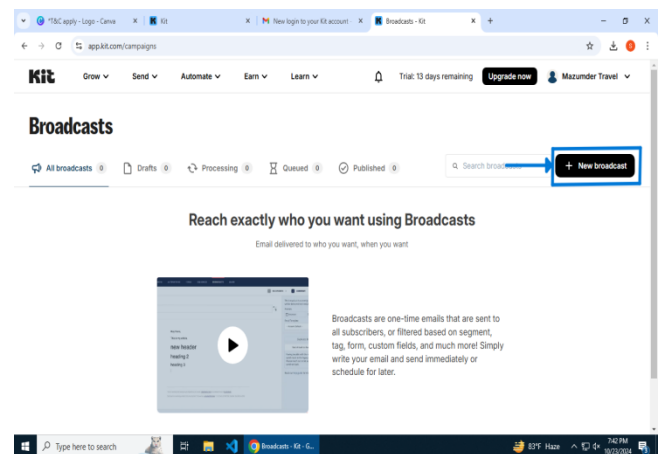
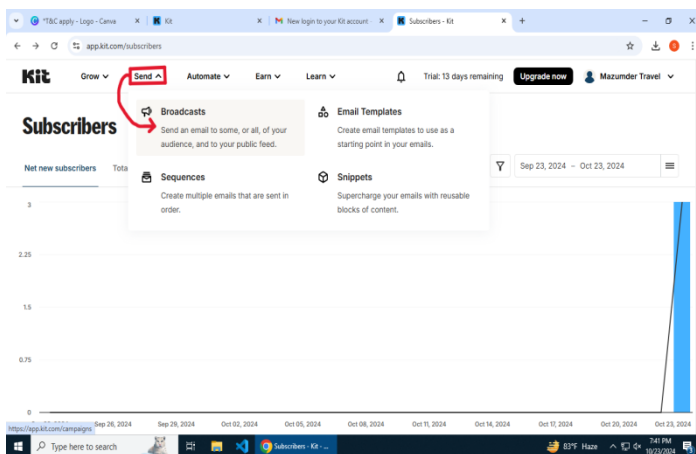
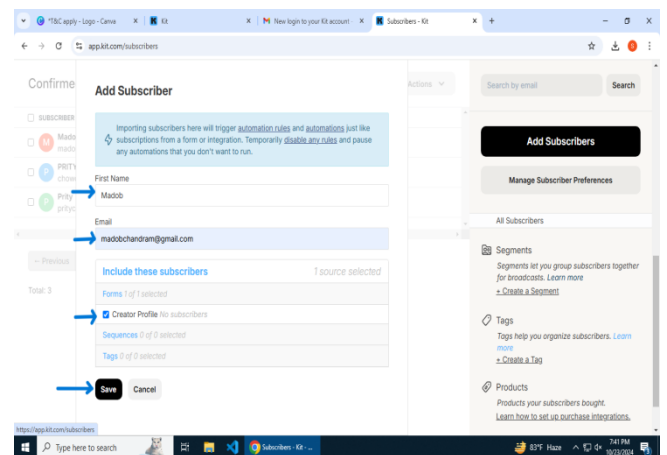
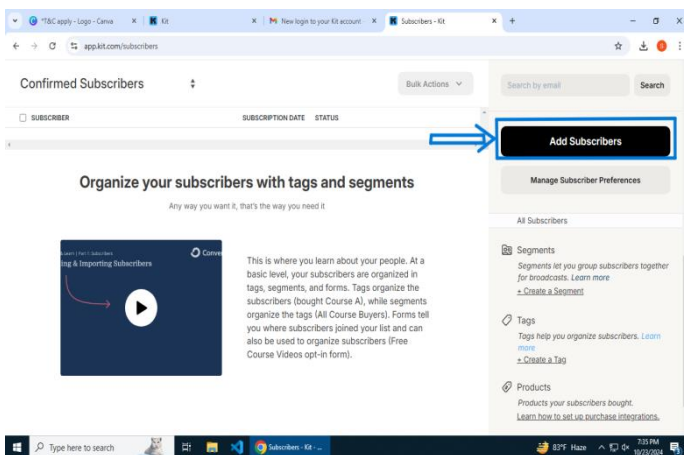
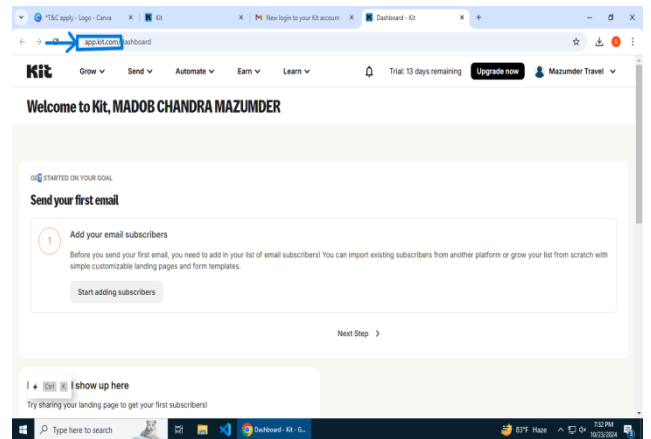
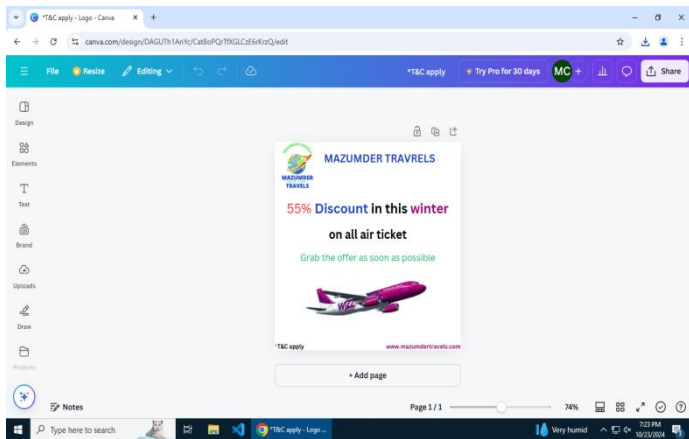
A/B Testing in Real-Time: Throughout each wave, A/B testing was used to refine subject lines, CTA wording, and image selection. Based on each wave's metrics, content adjustments were made to maximize engagement.

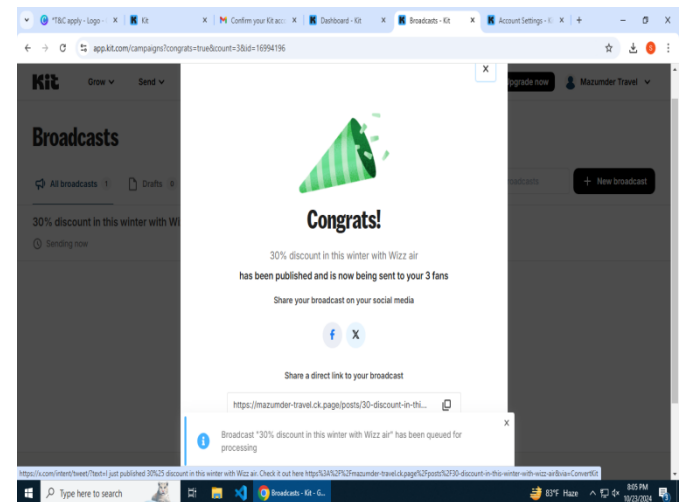
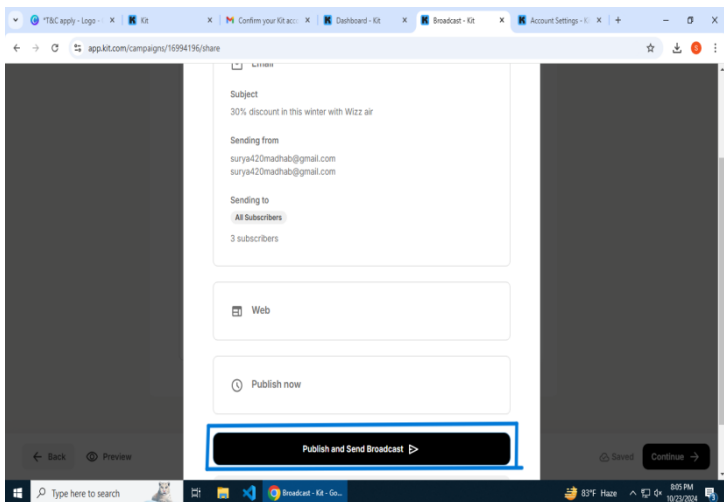
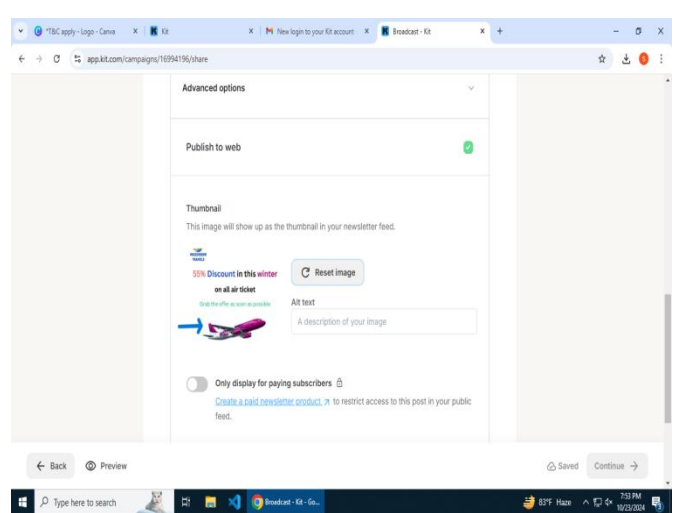
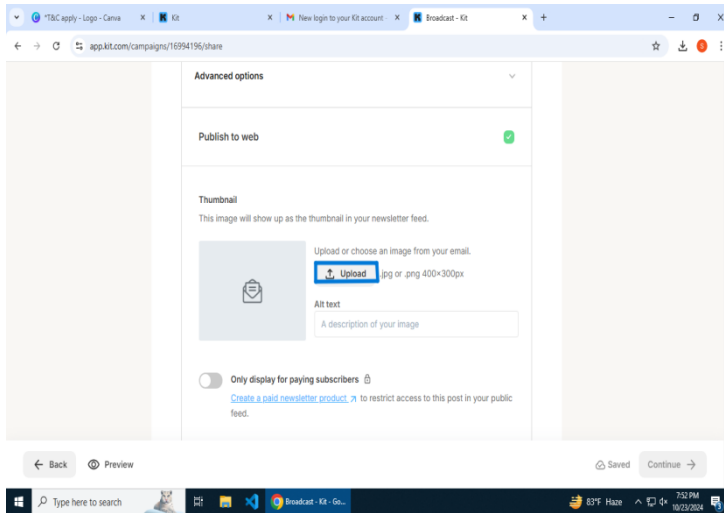
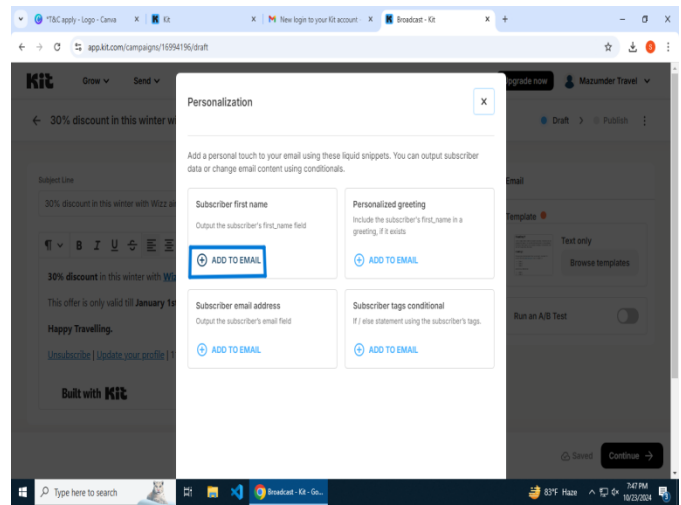
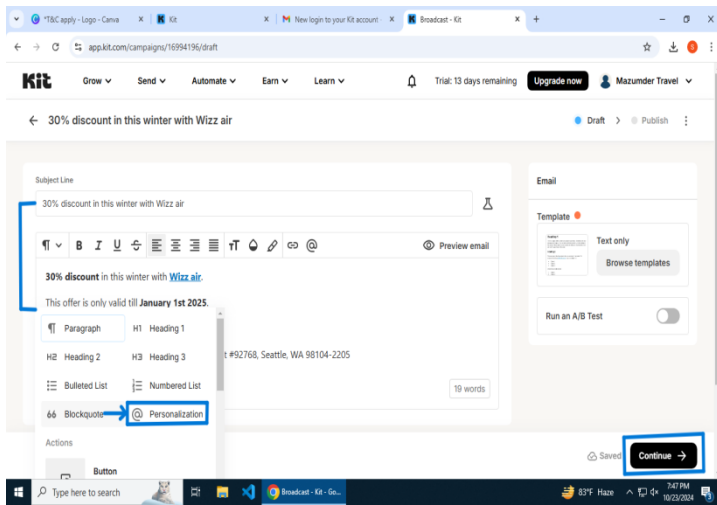
4. Performance Tracking and Analysis

Key Metrics Tracking: The email marketing platform and Google Analytics were used to track open rates, CTRs, and conversion rates, as well as website traffic and booking data generated by the campaign. These metrics were analyzed for each segment and wave to identify trends and areas for improvement.

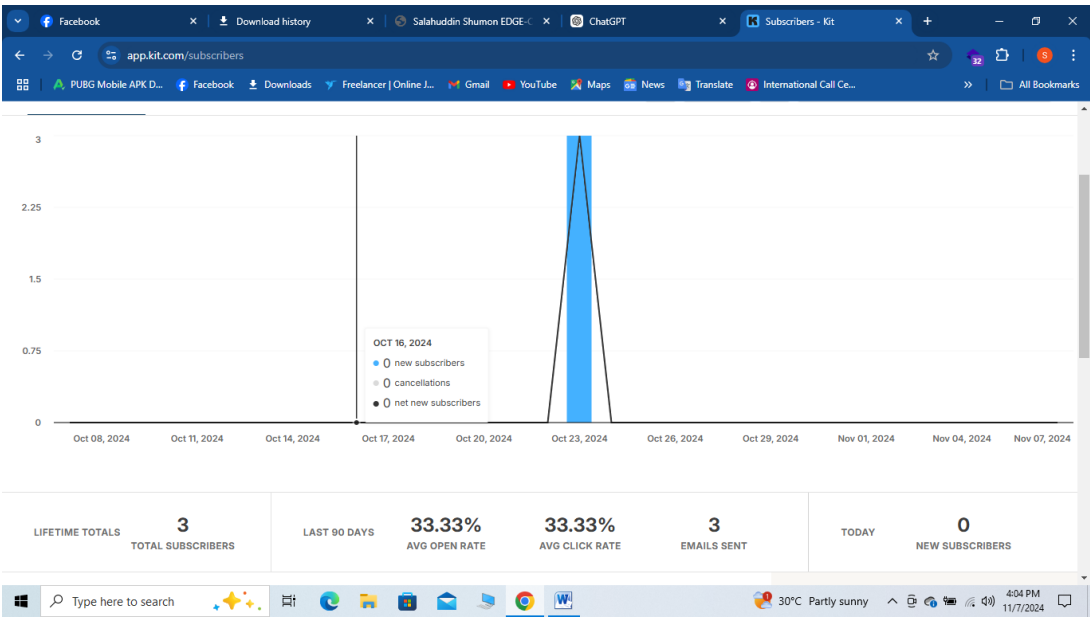
Revenue Attribution: Revenue generated by the campaign was calculated based on conversions traced to the email campaign. Additionally, customer feedback and unsubscribe rates were monitored to gauge customer satisfaction and avoid negative responses to frequency.

Data Analysis Tools: Data visualization software and Wizz Air's CRM analytics tools were used to segment performance data, monitor trends over the campaign period, and identify segments with the highest engagement.





Result:



Conclusion

The Wizz Air winter discount email campaign effectively boosted engagement and bookings through a well-structured, data-driven approach. Key performance metrics indicated strong engagement across the three waves:

Open Rate: Averaged 27% across all waves, with the highest open rates observed in the first and final wave.

Click-Through Rate (CTR): Averaged 11%, with higher engagement from loyalty members and previous bookers.

Conversion Rate: Reached an average of 3.8%, surpassing industry benchmarks and resulting in a significant increase in winter bookings.

Revenue Impact: Revenue generated from the campaign surpassed projections, particularly in popular winter travel destinations.

The three-wave structure, combined with targeted segmentation and personalized content, maximized customer engagement without overwhelming recipients, as demonstrated by low unsubscribe rates and high open and click-through rates. The A/B testing insights allowed for real-time optimization, significantly enhancing the campaign’s effectiveness by adjusting content based on segment behavior.

This email campaign underscores the potential of strategically planned, personalized email marketing in driving seasonal sales, even during low-demand periods like winter.

For future campaigns, Wizz Air can continue to enhance results by refining audience segmentation and integrating additional elements of personalization. The success of this campaign highlights the importance of data analysis, strategic timing, and A/B testing in executing high-impact email marketing campaigns, making this approach a valuable model for future seasonal promotions.

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