Helping travelers Wander Wisely™.

Travelocity® uses Adobe Campaign to put travelers in charge of communications for smart marketing.

SOLUTION

Adobe Marketing Cloud including the Adobe Campaign solution

RESULTS

Gained **40 PERCENTAGE POINTS** with personalized emails

3 billion **TARGETED** emails from 50 weekly campaigns

Fully **AUTOMATED** campaigns offer high returns

Launched campaigns in **HOURS** instead of weeks

Travelocity

Established in 1996

Worldwide Employees (Expedia, Inc. year end 2015): 18,730

Dallas, Texas

www.travelocity.com

CHALLENGES

o Improve returns and customer service by giving customers clear communication options

o Send billions of personalized emails annually with a small marketing team

o Capitalize on market trends by quickly creating new campaigns

Booking a dream vacation

The online travel industry is booming as more people choose online sites to book vacations. Travelers can compare millions of possibilities to find their dream vacations. But with potential vacationers having so many options for hotels, airfare, tours, and other trip details, online travel companies need to do everything they can to get the perfect offer in front of customers as quickly as possible.

Travelocity has a long history of helping travelers find the information and inspiration they need to wander wisely. Now a subsidiary of the Expedia® group, Travelocity has been helping travelers book memorable vacations at a price they can afford since 1996.

"We want to be travelers' champions and help them find the deals and information to make their trip work within their budget," says Keith Nowak, Director of Communications at Travelocity. "But with millions of hotel deals and tens of thousands of unique flight offers every day, getting the right information to the right audience is no easy task."

Travelocity knows that simply emailing the same generic deals to every customer is ineffective. Instead, email marketing has to be smart and tailored to present people deals that speak to them. The company had worked with many email service providers, but it couldn't find a solution that combined scalability and personalization power to give customers a unique experience.

After exploring its options, Travelocity found the solution it was looking for in Adobe Campaign, part of Adobe Marketing Cloud. "Adobe Campaign uses automation and powerful workflows to help us sort through over 2 terabytes of information and create relevant email experiences for each customer," says Tony Arbelaez, Senior Technology Manager, Email/CRM at Travelocity. "By improving the quality of our email campaigns, we're encouraging customers to stay connected and book their next vacation through Travelocity."

Putting customers in the driver's seat

With Adobe Campaign, Travelocity is putting customers in charge of their emails. Customers can create custom deals based on price, dates, destination, and activity. Adobe Campaign compares each customer's "My Deals" preferences with millions of hotel, airline, and car rental deals in the Travelocity database to create a completely customized email alert.

"With the 'My Deals' campaign, we're seeing open rates 40 percentage points higher than the typical marketing email and click-through rates that are over 15 percentage points higher," says Arbelaez. "This goes to show that giving customers the information they want leads to dramatically higher returns and engagement. With the automated workflows in Adobe Campaign, we can scale even custom campaigns as large as we need to without any additional effort."

In addition to the "My Deals" emails, the email marketing team currently sends out almost 50 unique email marketing campaigns for a total of 3 billion emails annually. These diverse campaigns allow Travelocity to segment audiences, customize messaging, and adjust the frequency of emails. Previously, a much larger marketing team could only manage 12 campaigns per week, limiting the amount of customization possible.

"The goal isn't to send more emails; the goal is to send people relevant emails," says Nowak. "We're analyzing what content appeals to different customers and sending them only the deals that they want. With Adobe Campaign, we can generate a huge amount of variety and customization with a small team."

Automating campaigns for high returns

Adobe Campaign makes it easy for the email marketing team to create complex automated workflows without coding expertise. The team can even use Campaign to easily create and host landing pages. By eliminating complexity, the email marketing team can create and send complex custom emails without competing for IT resources.

For instance, Travelocity decided to set up a landing page to host frequently updated cruise deals. Rather than waiting months for development and coding resources to free up, the email marketing team created a custom dynamic landing page in Campaign. Every week, Campaign automatically refreshes the deals and sends out a marketing email that directs customers to the landing page.

"I haven't had to touch the cruise campaign since implementation. It's completely automated and it's been a boon to our cruise sales," says Arbelaez. "Adobe Campaign allows us to innovate and be creative, saving us countless hours and delivering immediate bottom-line benefits."

Agile, effective marketing

Adobe Campaign gives the email marketing team greater independence for better agility and time to market. One morning, the email marketing team woke up to discover that both CNN and ABC News were running segments declaring August 23rd to be "Cheap Flight Day". The team knew that they had an opportunity to capitalize on the coverage to drive customers to the Travelocity website. Arbelaez acted quickly, using Campaign to write a workflow targeting recent airfare shoppers with marketing emails that sent them to a webpage that allowed them to search for the cheapest flights from any location.

"By evening, our emails were live. If you looked at our competitors, we were the only ones to react so quickly," says Arbelaez. "The emails would have taken a week and a half with previous solutions, but with Adobe Campaign, we were running in hours. Getting out there before anyone else gave us the opportunity to be more successful."

Near real-time engagement

Travelocity plans to expand its use of Adobe Campaign even further with mobile and social messaging, and deliver even faster, personalized responses through custom landing pages. Part of that speed will come from leveraging the integration between Adobe Campaign and Adobe Analytics. Adobe Analytics is currently used across Expedia brands to track website and shopping behavior, including when shoppers abandon their online journey before completing a booking. Currently the analytic data is output to a Hadoop database and then extracted into Adobe Campaign. Travelocity plans to complete the integration so that Campaign will be able to leverage Analytics data directly.

"Before Adobe Campaign, it could take several days to export information and respond to shopping behavior," says Arbelaez. "Now we can respond to customers in hours. Once the integration between Campaign and Analytics is complete, we'll be able to respond within minutes. That will give us an opportunity to communicate with customers almost in real time."

"There are advantages to being a small, nimble team that can make decisions and act quickly," says Nowak. "With Adobe Campaign, our nimble team is fast and flexible enough to scale up to meet the demands of a company the size of Travelocity. We're acting as a champion of the customer to help everyone find the deals they need to make their vacation dreams come true."

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"Adobe Campaign allows us to innovate and be creative, saving us countless hours and delivering immediate bottom-line benefits."

Tony Arbelaez, Senior Technology Manager, Email/CRM, Travelocity

Pull-Quote2:
"With the 'My Deals' campaign, we're seeing open rates 40 percentage points higher than the typical marketing email and click-through rates that are over 15 percentage points higher."

Tony Arbelaez, Senior Technology Manager, Travelocity

Pull-Quote3:
"The campaign would have taken a week and a half with previous solutions, but with Adobe Campaign, we were running in hours. Getting out there before anyone else gave us the opportunity to be more successful."

Tony Arbelaez, Senior Technology Manager, Travelocity

SOLUTION AT A GLANCE

o Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:

  o Email Marketing

  o Campaign Management

For more information

www.adobe.com/marketing-cloud/campaign-management.html

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