



# TRAVEL MARKETING

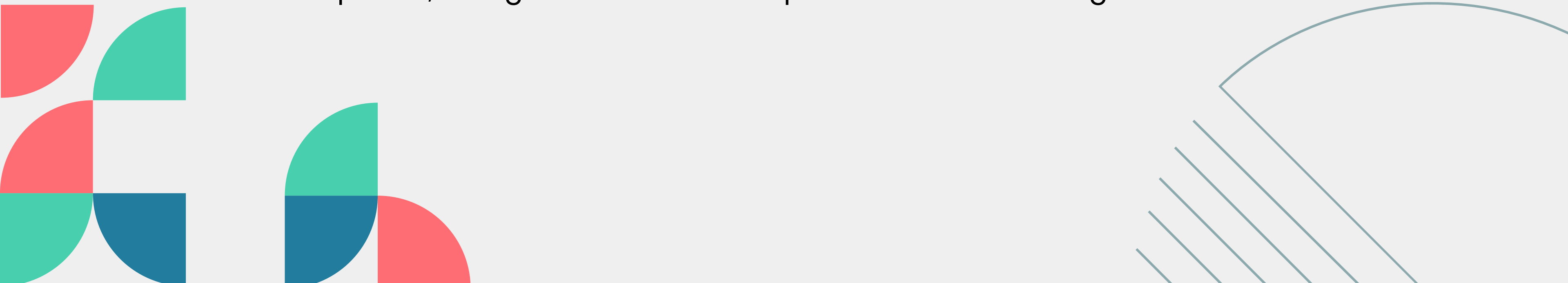
Analysis of Email Marketing &  
Web Traffic of Airline Company

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# PROJECT INTRODUCTION

This project aims to analyze the data of an airline company's email campaign regarding the upgrades of flights within a period, along with the traffic response on their booking website.

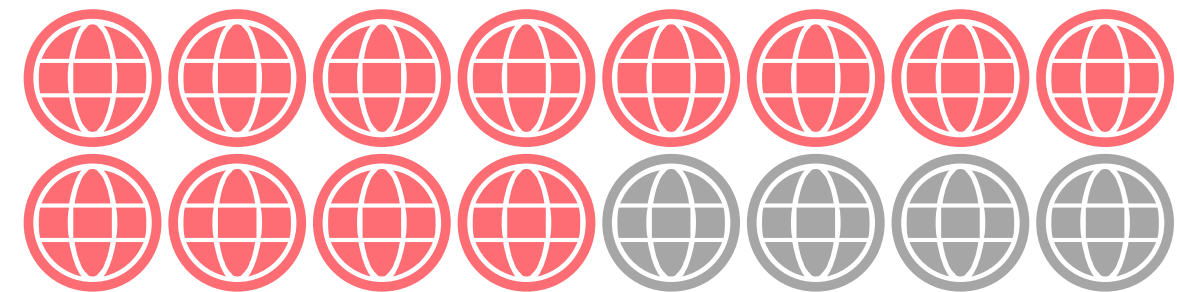


# EMAIL CAMPAIGN ANALYSIS



**4908 OUT OF 38144**

**customers were sent email.**



**2986 OUT OF 4908**

**users opened the email.**



**567 OUT OF 2986**

**users opened the link in email.**

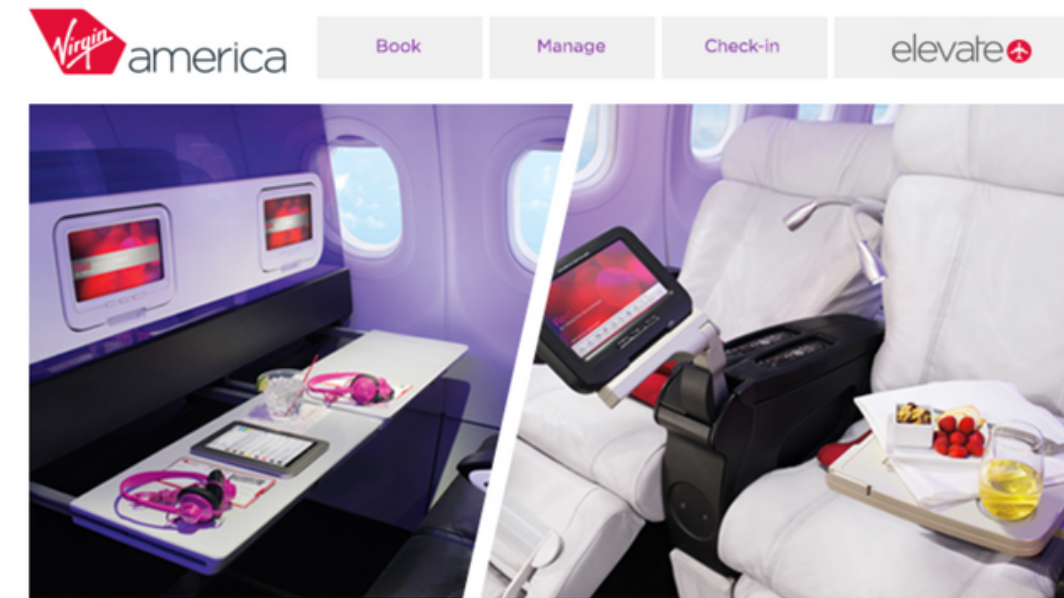


# RECOMMENDATIONS

01 – MAKE IT INTERESTING

02 – VISUALIZE & STATE THE PERKS

03 – PERSONALIZE & TRIGGERING



## FEEL THE UPGRADE

Hey [REDACTED]

Make a move to **First Class or Main Cabin Select** and live large.

Just submit your offer for a chance to be upgraded on your Virgin America flight. Get bidding - cabin upgrades are limited and subject to availability.

[MAKE AN OFFER](#)

Booking Reference: **DXG XAZ**

**New York (JFK) to San Francisco (SFO)**

**Date:** 28 Oct 2016

**Flight:** VX27

**Depart:** 16:30



**(MAXIMUM) LEGROOM**  
Stretch it all out with nearly two feet of extra legroom in an exclusive cabin.



**BE FIRST**  
Breeze through the line with priority boarding and security checks.



**DINE IN**  
You can't go wrong in First Class with a curated menu of premium delectables, on us.

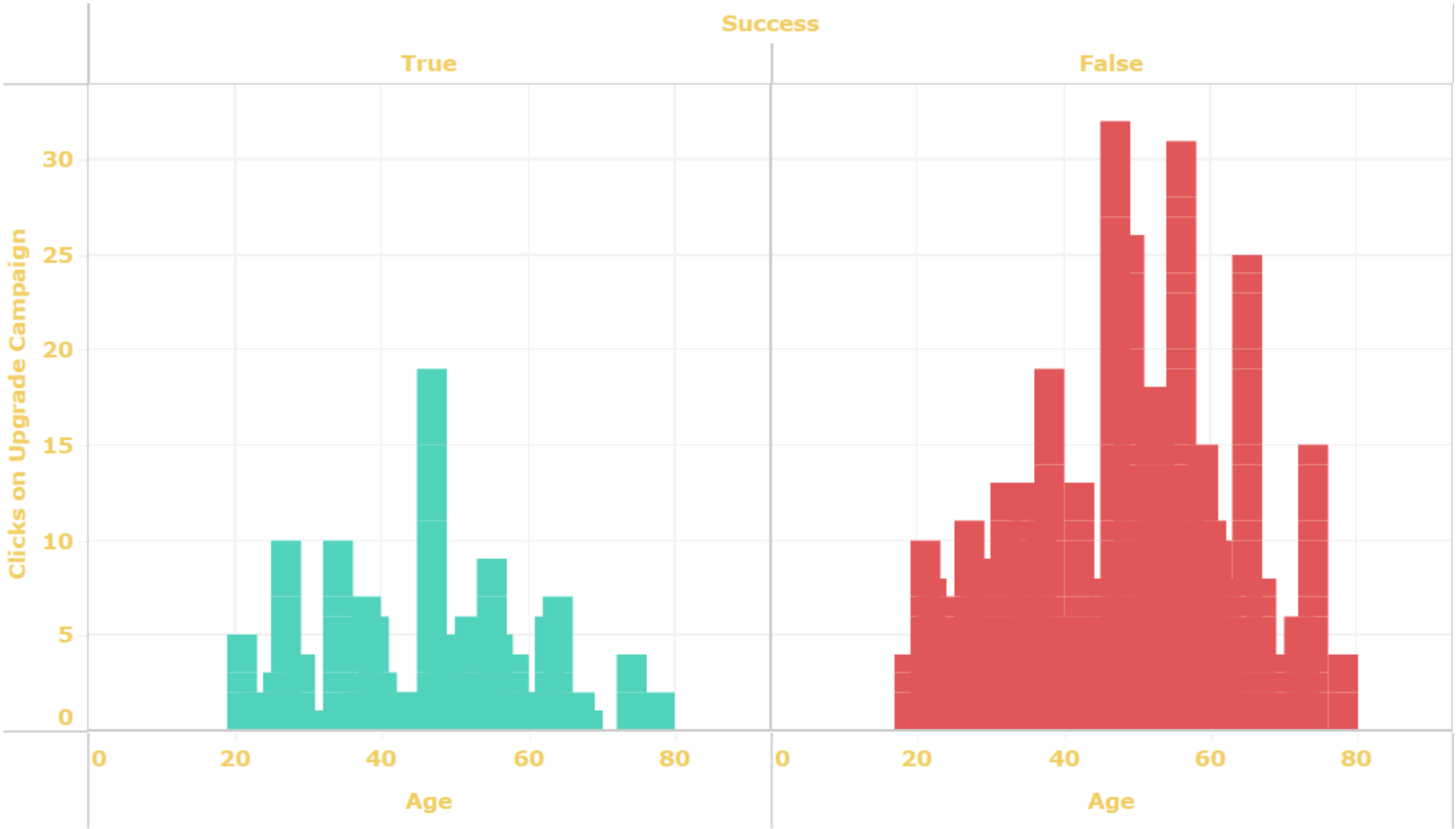
# CAMPAIGN SUCCESS FOR DIFFERENT AGE GROUPS

47 AND  
BELOW

SUCCESS FOR CLICKS

47 AND  
ABOVE

FAILURES FOR CLICKS



# RECOMMENDATIONS

**01 – SCHEDULE FOR SPECIAL DAYS**

**02 – PROVIDE ENTICING OFFERS**

**03 – SHORT YET ATTRACTIVE**

make **my** trip

**PayDay**  
HAPPINESS  
SALE

Multiply  
**Your Salary Day Happiness**  
by Booking a Trip!

GRAB UP TO **45% OFF\***

ON

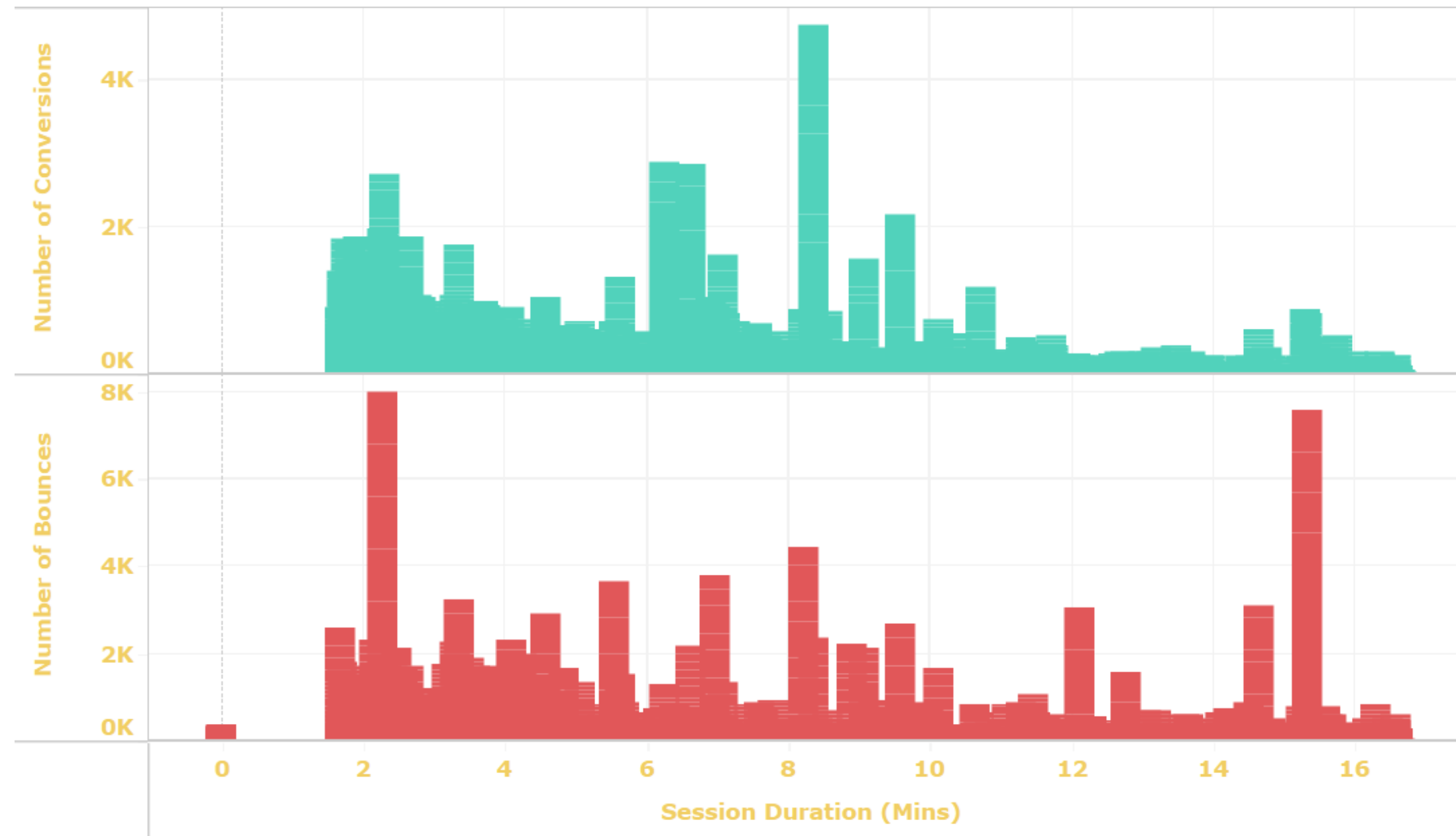
- FLIGHTS
- HOTELS & HOMESTAYS
- HOLIDAY PACKAGES
- BUSES & TRAINS
- CABS

SALARY CREDITED

EXPLORE ALL OFFERS

\*T&Cs Apply

# WEB SESSION ANALYSIS



**PEAK – 8.35 MIN**

**PEAK – 2.27 MIN, 15.32 MIN**

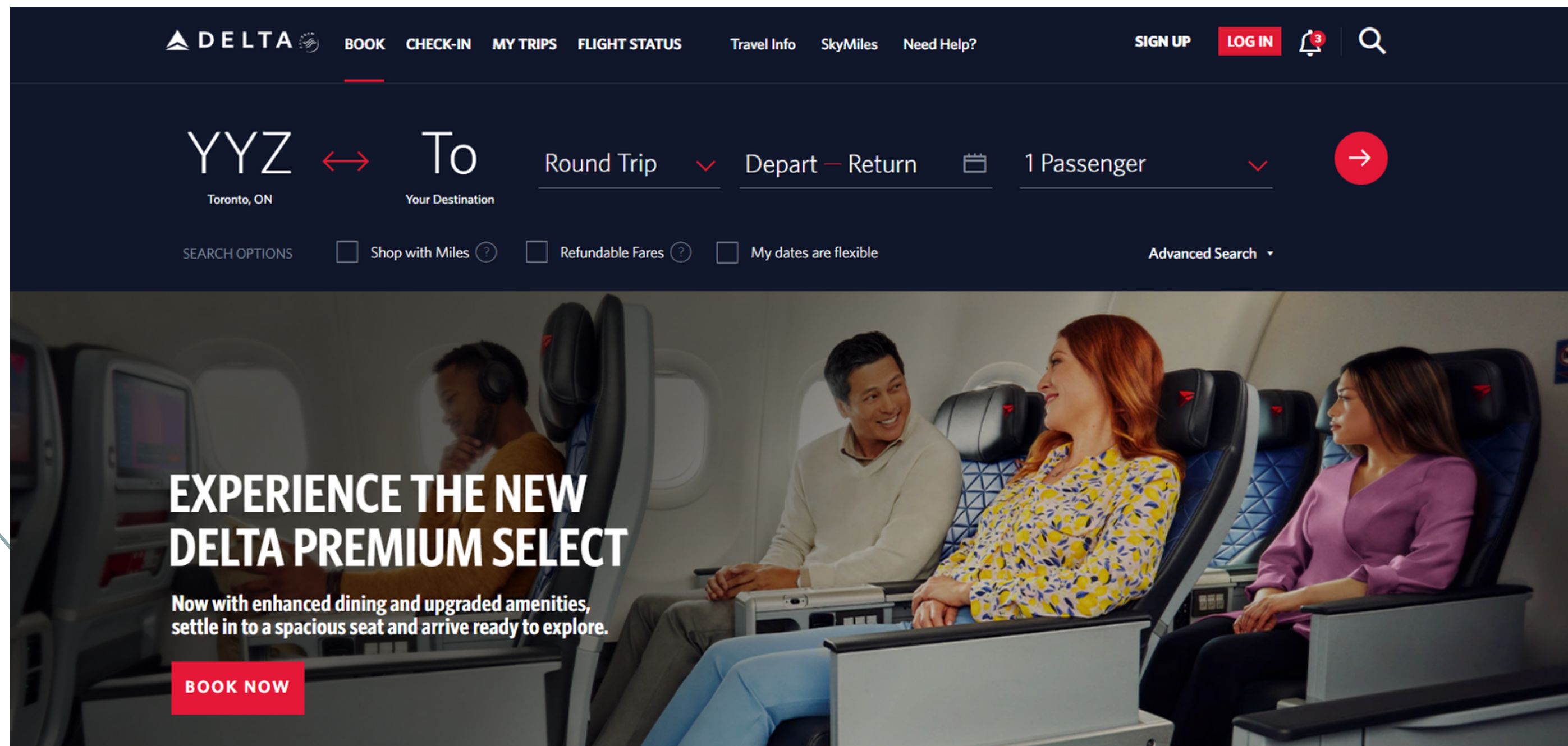


# RECOMMENDATIONS

01 – VISUALS

02 – CLEAR OPTIONS

03 – QUICK FILTERS

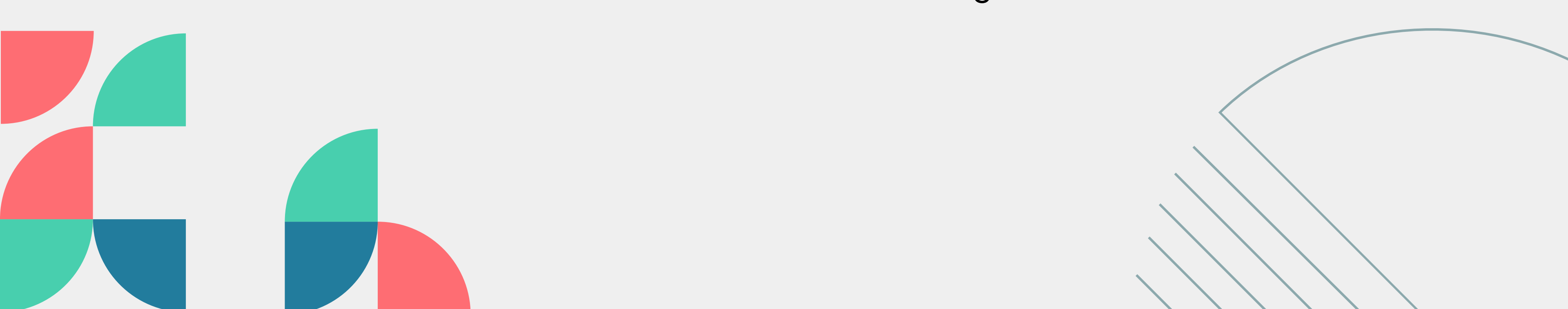






# SUMMARY

The airline company seems to have been running marketing campaigns on a huge scale and has a significant web presence. However, by implementing the actionable changes they can improve their conversion rate with the current customers to a huge extent.



The background features four decorative geometric patterns in the corners. The top-left corner has a series of parallel diagonal lines. The top-right corner contains a cluster of overlapping semi-circles in yellow, red, teal, and blue. The bottom-left corner features a similar cluster of overlapping semi-circles in red, teal, and blue. The bottom-right corner has a series of parallel diagonal lines, mirroring the top-left pattern.

**THANK YOU**