



ENTERPRISE CLIENT IN TRAVEL AND TOURISM INDUSTRY

GOAL

Increase participation rate
in loyalty program

SOLUTION

Flocktory Post-Checkout module
to incentivize registration
or provide loyalty points to existing members

STAGES OF THE CAMPAIGN



1st Stage: **Launch**

As part of the first launch of a Flocktory campaign, the client selected to utilize their existing loyalty points as incentive for new customer referrals. The first results showed a lower than average sharing rate (number of recommendations/number of offers presented) of 6%.



2nd Stage: **Analysis**

With the first results showing a significantly lower than average sharing rate, further analysis was conducted to identify the cause of such results: a technical evaluation was performed, different motivation amounts were tested, messaging was refined, and new visual elements were created. The analysis conclusively showed that the use of loyalty points was not an effective broad incentive strategy since 62% of all clients were not members of the loyalty program. By using exclusively loyalty points, the referral program was only appealing to 38% of the overall client base and was not relevant to the remaining audience.



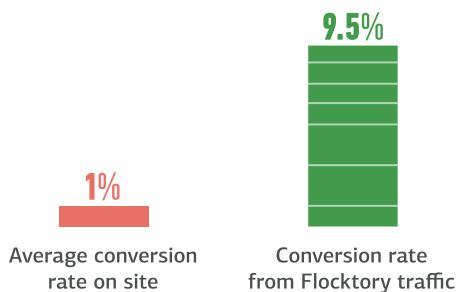
3rd Stage: **Change of Strategy**

A new strategy was developed to change the goal of the campaign to focus on generating new client subscriptions to the loyalty program through a segmentation of incentives. Customers who were existing loyalty program members we continued to motivate using the points system, for those that were not members we displayed a different campaign highlighting the benefits of the program and providing an incentive to join the program to save on their next travel purchase.

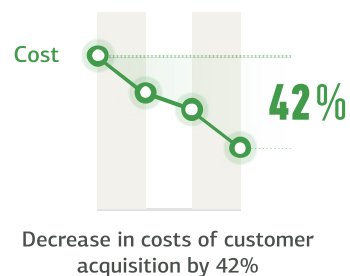


4th Stage: **Results**

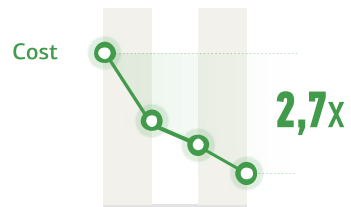
E-COMMERCE CONVERSION RATE



COST OF CUSTOMER ACQUISITION

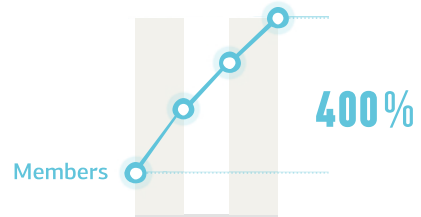


COST OF NEW CLIENT REGISTRATION to loyalty program



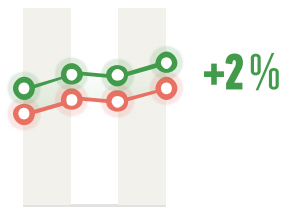
2.7x decrease in cost of new client acquisition to loyalty program

GROWTH IN LOYALTY PROGRAM MEMBERS



Increase in new member registrations by 400%

ADDITIONAL MONTHLY SALES



Increase in overall sales by 2%