



SOLUTIONS



TRAVEL & HOSPITALITY



Engaging through Personalization

Hostelworld engages their more mobile, more digital audience through the entire travel and adventure journey, connecting travelers with timely content

Challenges

- Resolve the long production schedule, manual process and lack of data related to the email marketing program
- Develop a social experience and community for travelers through digital channels
- Leverage Adobe Analytics and data insights into more areas, including communications and website

Key Results

-  500% Higher Engagement across websites and social
-  20% Reduction in cost per booking
-  1 Billion emails per year with high click-thru rates and high engagement
-  Marketing Automation unleashed more productivity and creativity



The numbers speak for themselves. Adobe has had a tremendous impact on our digital marketing strategy. Before Adobe Campaign, we had a hard time sending 300 emails. Now, we send over 1 billion a year. And, even though we are sending more, we have a lower unsubscribe rate and a higher click-rate because of better segmentation, targeting, and personalization."

Otto Rosenberger
CMO, Hostelworld Group

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