



SOLUTIONS



TRAVEL & HOSPITALITY

Email
Marketing

Overseas Adventure Travel tears down internal team silos to improve production and overall effectiveness of marketing communications with incredible results

Challenges

- Develop a deep understanding of customers through data centralization
- Improve the customer experience through personalization and targeting
- Bridge silos within internal teams to produce a cohesive experience for customers
- Deliver relevant and contextual marketing messages based on web behavior and prior adventures

Key Results



40% Revenue INCREASE per campaign



160% INCREASE in Open Rates and up to 84% HIGHER Click-Through rates from loyal members



50% FASTER email campaign production speed with organizational readiness and team design

[Watch the Video](#)



Being able to integrate our email strategy with direct mail and use a cross-channel platform like Adobe Campaign has been a huge benefit for us."

Marlies Roberts
VP of Marketing Operations, Overseas Adventure Travel

