



SOLUTIONS



PARTNER

TRAVEL &
HOSPITALITYRe-Marketing
Triggers

Travelocity re-engages prospective travelers using Adobe Campaign & Adobe Analytics to power real-time triggered emails when bookings are abandoned

Challenges

- Someone can spend an average of 6 to 9 hours planning a travel vacation; reducing this effort is key to winning new customers and keeping loyal ones
- Utilize the rich data coming from Adobe Analytics to communicate with people still in the booking process, distracted or unsure
- Personalized the triggered emails for web visitors abandoning the booking process

Key Results



With the Adobe Analytics – Adobe Campaign integration, data is accessible and usable in near real-time



Booking abandonment emails are delivered within 30 minutes of a web visit, driving return visitors and securing conversions and bookings to completion

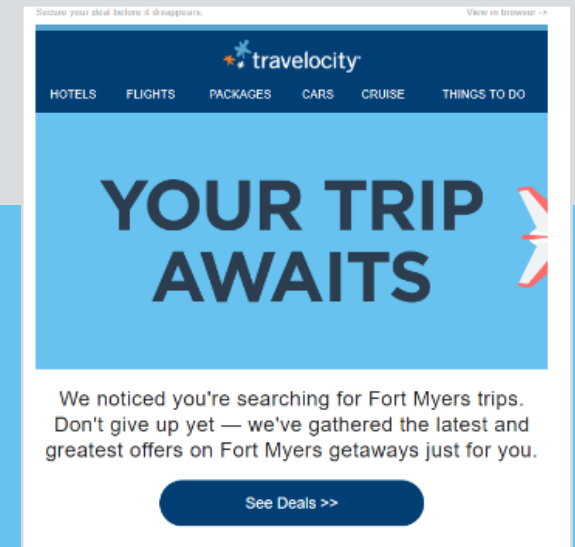


Emails include animated graphics powered by Movable Ink, as well as the unique destination related to the visitor



"The data from Analytics comes within minutes,. We actually have to slow the workflow down and wait to send the email to the recipient so that it arrives 30 minutes after they abandon the site."

Tony Arbelaez
Sr Director Customer Marketing, Travelocity


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