



SOLUTIONS



PARTNERS



MERKLE

TRAVEL & HOSPITALITY

Journey
Management

Virgin Holidays extends its brand reputation to customer communications by delivering consistent, coordinated, and relevant messages across channels

Challenges

- Fix the disjointed customer communication experience where people could receive 35+ different types and forms of communications along the journey
- Improve the journey with relevance and personalization, and infuse the Virgin Holidays brand into messaging.
- Turn customer communications into a revenue stream and improve NPS ratings

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[2019 Adobe Summit](#)

Key Results



Phrasee technology integration for subject line optimization helps boost opens, clicks, and web traffic, as well as conversions



"Peak Sale" campaign boosted sales by 20% and web traffic by 85% with targeted audiences and personalization



Replaced 35 disjointed communications with coordinated and personalized communications across Email, SMS, and Direct Mail



Increased 156% more in-store appointments with "Save your Spot" campaign



With Adobe Campaign, you can create one campaign with multiple channels, different touchpoints and do different targeting based on results we're seeing in real-time. We're able to recognize customer's preferred stores, so we saw retail appointments increase due to emails as well"

Chris Insall
Customer Communications Lead, Virgin Holidays

