



dbg

POWERFUL SOLUTIONS.
INTELLIGENT IDEAS.

CASE STUDY

Travelbag: Marketing Database

TRAVELBAGTM.co.uk

Since 1979 Travelbag have been specialising in creating tailor-made package holidays to a range of worldwide destinations. From round the world trips to city breaks, beach holidays to adventure tours.

The Challenge

When Travelbag split from e-Bookers, its former parent company, they needed to transfer their customer data from e-Bookers' database into their own marketing data hub to ensure communications could continue without interruption. Travelbag chose dbg to undertake the design and development of a marketing database, tailor-made to fit the company's marketing requirements.

The key objectives for Travelbag:

- Improve data visibility and increase data quality
- Quick campaign turnaround and campaign automation
- Ability to increase sophistication of communications (controls, tests, segmentation, profit analysis etc)
- Business-relevant campaign reporting
- To be up and running with first phase functionality within 2 months of sign-off

The Solution

The first part of the solution was to perform a data audit to understand the health and depth of Travelbag's customer data. The intelligence from the data audit and a subsequent workshop with the marketing team was then used as a framework for the database.

"With a customer database we can work with dbg to carry out some intelligent data modelling and profiling. Armed with this information we can carry out more targeted campaigns and send relevant offers and information to our clients and prospective clients."

Paul Hopkinson, Marketing Director, Travelbag

The workshop enabled dbg to define and develop a database customised to Travelbag's specific needs. The database solution integrates with a range of data including web, offline, transactions and booking information taken directly from Travelbag's booking systems.



Solution continued..

All of which could be used to drive forward more targeted direct mail and email campaigns. Rigorous data processing rules were also pre-defined to maintain and enhance the quality of the data being fed into the database.

In addition the solution plugs-in with dbg's best-in-class email platform, dbg ecos. All email campaigns and e-newsletters are broadcast through dbg ecos and provide Travelbag with real-time campaign reporting allowing them to drill down to individual recipient's response behaviour.

The Outcome

Travelbag now have a marketing database that can be used to drive insight and segmentation exercises to further refine customer marketing strategies. It is seen as the hub of Travelbag's marketing strategy and provides a flexible, future-proof solution that collates historical data as well as current sales, marketing and customer management activities.

Other benefits to Travelbag include; increased campaign ROI through more targeted campaigns; improved visibility of customers & prospects; time & resource savings and an increase in enquiries. dbg has also helped dramatically improve Travelbag's email sender reputation score in comparison to their previous email service provider, which has led to higher rates of email inbox deliverability.



Campaign Success

dbg created a highly personalised online survey that identified potential travellers to Australia and then qualified them against the following criteria;

- Stage of planning cycle
- Travel dates
- Departure airport in the UK
- Areas they wished to visit
- Interests they wished to enjoy

These responses were then fed through to dbg in real-time and used to populate an email template built entirely from dynamic content. The respondents then received a fully customised email that specifically focused on their requirements, within a time frame that ensured interest levels were still high.

The campaign generated 114% higher open rates and 134% higher click through rates than Travelbag's benchmark statistics.

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