



Curzon Plaza

Curzon Plaza Serviced Apartments in London have benefitted from 22:1 ROI and a significant increase in brand exposure and bookings from their email campaigns managed by TravelCLICK

KEY RESULTS

- 1 **22:1 Return on Investment (ROI)**
- 2 **25% Contribution to website revenue**
- 3 **Excellent results with email best practices**



“ *Email marketing is one of the most cost effective ways to increase website bookings and enhance brand awareness. TravelCLICK will work with your team to make full use of this effective channel* ”

Jerome Wise

TravelCLICK - Vice President eCommerce

▶ THE TRAVELCLICK SOLUTION

TravelCLICK’s experienced Email Campaign Managers will work closely with your marketing department to produce a manageable and successful email marketing plan tailored to your needs. TravelCLICK will also produce a creative, best practice email template, manage your email list and organize both the delivery and the reporting of the campaign. Your designated Email Campaign Manager will monitor and optimize all campaigns to generate optimal results for your email campaigns based on data received and your goals.

▶ RESULTS

TravelCLICK uses one of the best email delivery platforms in the industry to ensure maximum emails are received and quality tracking and reporting data are available

- 22:1 Return on Investment (ROI)
- 25% Contribution to online revenue for the month
- Only 5% cost of sale!
- 8% Click Through Rate (CTR)

Only 5% cost of sale with 22:1 ROI



ABOUT TRAVELCLICK

TravelCLICK is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution includes market intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise.

More than 14,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo. Our digital marketing provides a powerful online presence via pay per click advertising, social marketing, search engine optimization, content management and web site development services.

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