



How a leading hospitality brand reduced their Customer Acquisition Cost by 36% using iZooto

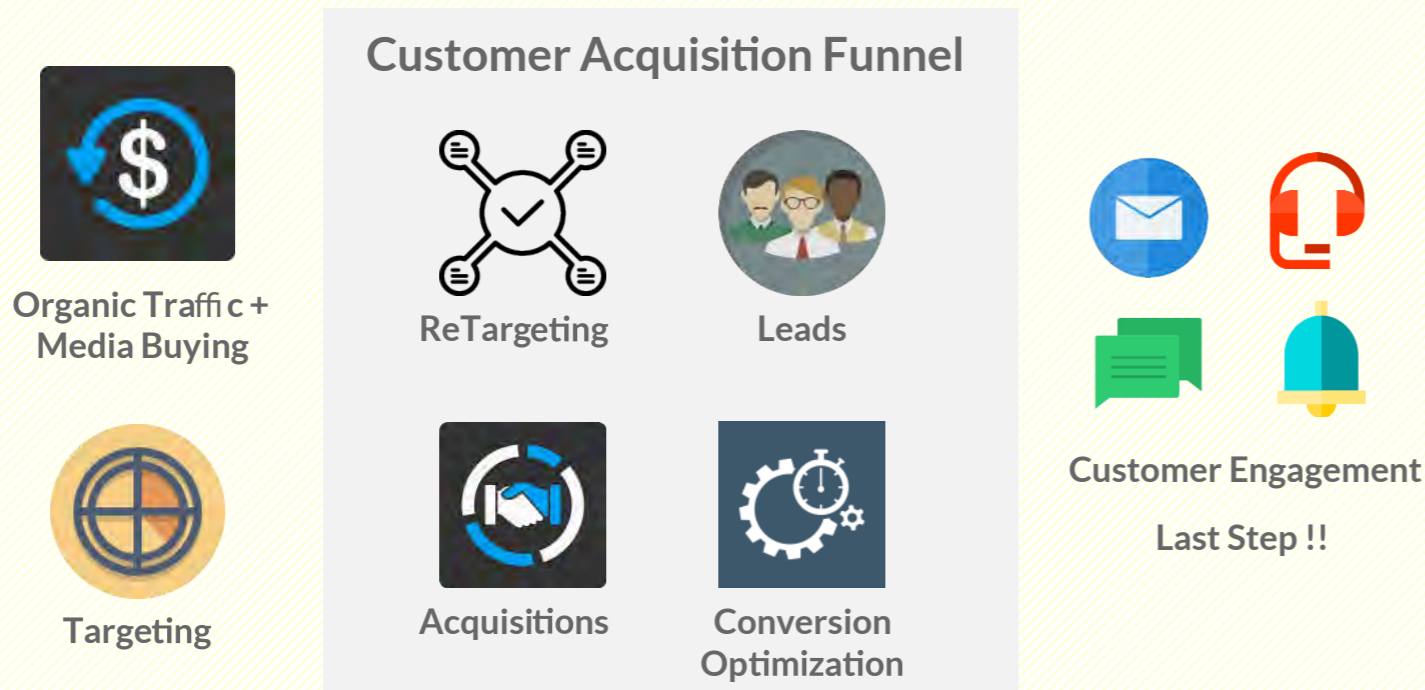
Challenges

With a presence across 4 continents, this leading travel and hospitality brand, caters to a niche audience with a high membership fee. The annual subscription / membership allows their members to access family holiday services globally.

While the website attracts substantial traffic from conventional means such as search engine marketing and social ads, it also has a very limiting visitor to lead conversion ratio. This is primarily attributed to the high ticket size offering and longer sales cycle. The critical point here being - lead qualification. More than 80% of leads fail to meet the qualifying criteria. The problem statement was two fold:

- Engaging with website visitors over a period of time
- Generating High Quality Leads for the Sales Funnel

Current Lifecycle and User Engagement Approach



Result

60K
Subscribers

in less than 6 Weeks

Over 250+
Leads

generated in 8 Weeks

7.9%
Average CTR

20%
Leads to
Appointment Ratio

36%
Impact on Customer
Acquisition Cost

5%
Appointment to Sales

Solution

Initiating user engagement right from day 0 of user interaction

The solution they identified to engage these users was web push notification and decided to use iZooto's platform to execute this. With iZooto's 1 Click Solution, the brand started converting their web traffic into subscribers. Within a span of 10 weeks, they had acquired 84K loyal subscribers.

Given the niche nature of the audience and for maintaining the brand image, 8 campaigns were crafted with clear call to actions in order to re-target two types of end users :

- Users not visiting the lead form page
- Users visiting the lead submission page but not completing the form

The campaign content specifically talked about :

- Sale Promotions
- Recently launched global resorts



Learn More.

Find out how to get web push notification on your website here.

