

How Rehlat Gets 2.5X Conversion With iZooto

Company



How Rehlat built their engagement strategy with web push notification

Rehlat which means 'Travel' in Arabic is an online travel startup that started small as a proof of concept in 2014 and was formally launched in 2015 with a team of e-commerce and traveler experts with collective experience of over two decades. Rehlat today is considered as one of the leading online travel companies in Kuwait and one of the fastest growing online travel companies in the Middle East region.

Team in Rehlat is obsessed with providing world class product to users which has been missing in the region. This obsession to focus on product and user experience has helped them gain immense traction in a small span of time. In one year the company has seen growth in excess of 200%.

Marketing Objective

While desktop growth stays flat and mobile added incremental digital minutes, Rehlat's team wanted a tool that would help them in engaging users through the desktop real estate and in parallel, also understand the dominance of multi-platform capability. The objective was to increase engagement of users on both - mobile and desktop along with incremental conversion. Three key objectives were focused on:

- Real time updates
- Creating a user engagement strategy that encompasses both mobile as well as Desktop users
- Leverage hyper local targeting to ensure that only users in relevant locations got the communication



We are currently using iZooto across both our web properties. The ease of managing user communication swiftly is great. We have consistently seen some great result across platforms (mweb and desktop)

Laxman Kumar
Senior Manager - Digital Marketing

Web Push As The Solution

The team drilled down to web push notification as an approach to attain all their objectives. This projected was kick-started with flight product only to test the waters and check capability of the tool, but soon the team started seeing traction through this channel.

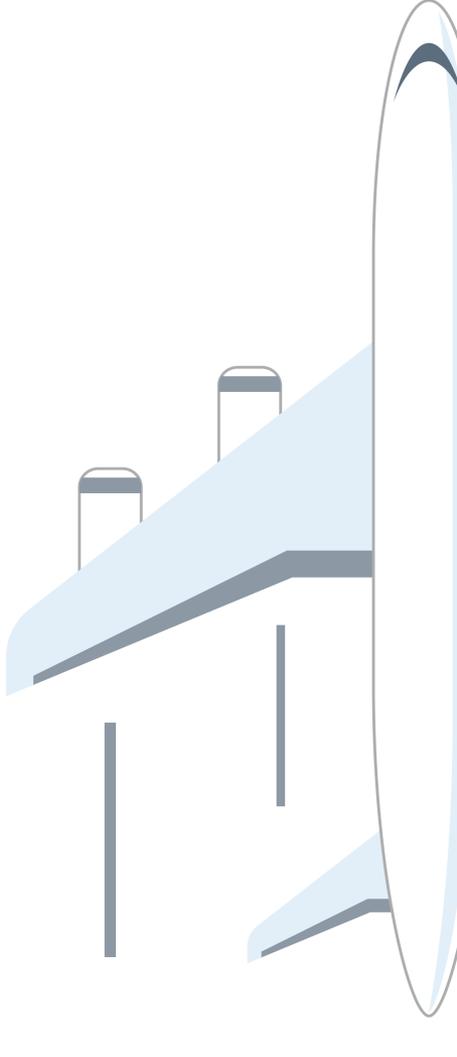
With over 50K Notification Subscribers, the marketing team now has a clear focus on engaging these subscribers and driving incremental revenue. We are in process of implementing audience tags, which will give more opportunity to explore the platform and drive sales

Laxman Kumar
Senior Manager - Digital Marketing

Engagement Strategy

There are 5 key use cases that stand out for travel and ticketing portals

- Offer Announcements and Flash Sales
 - Rehlat ✈️ **Book Till Midnight And Fly For Less!**
Enjoy flights at an exceptionally low price. Valid till midnight ONLY.
Book Now Go To Rehlat
<http://www.rehlat.com>
- Geo Targeted Campaigns
 - Rehlat ✈️ **Kuwait To Delhi Flights - 30% Off**
Book your next Kuwait to Delhi flight tickets and avail a 30% discount. Hurry Up
Book Now Go To Rehlat
<http://www.rehlat.com>
- Geo Targeted Campaigns
 - Rehlat ✈️ **Travelling To Muscat? Get 10% On Your Hotel Bookings**
Enjoy your hotel bookings at a discounted price
Book Now Go To Rehlat
<http://www.rehlat.com>
- Fare Alerts
 - Rehlat ✈️ **Special Flight Fares To India**
Fly from Kuwait to Mumbai, Kochi, Chennai at the lowest price.
Book Now Go To Rehlat
<http://www.rehlat.com>
- Cross Selling
 - Rehlat ✈️ **Have A Safe Flight**
Get our travel insurance while booking your flight tickets and fly safe.
Book Now Go To Rehlat
<http://www.rehlat.com>



Pushing 3 notifications a week targeting different custom audiences as per the campaign requirement led them to great results.

Target Audience

Win Free Tickets To Muscat/ Salalah
Book Oman Air flight to MUSCAT or SALALAH
Book Now Go To Rehlat
<http://www.rehlat.com>

Highest CTR - 10.6%

Geo-Targeting - Kuwait Region

Biggest Travel Festival Ends Soon!
Book by 5th September & save upto 35%
36% OFF 5 KWD OFFER
<https://angelbroking.com>

Clicks-3246 CTR- 12.4%

Results and Learnings

Rehlat after using iZooto's web push notification has seen outstanding results. The time spent on site has shot up exponentially. They have also seen remarkable changes in conversion rate and sales.

Time Spent On Website

Time spent on page for web notification users is **100% higher than Social, Display channels.**



Bounce Rate

- Reduced by **30%** as compared to Social
- Reduced by **50%** as compared to Display

Sales

Web notifications already contribute to over **3%** of total sales



Conversion Rate

2.5X on Site Wide Average of **2%**



5 Web Notifications

As a channel performs at par and often better than Display, Social and Email Marketing

iZooto is a user engagement and retention platform that uses web push notification as a communication channel.

To learn more, visit <https://www.izooto.com>