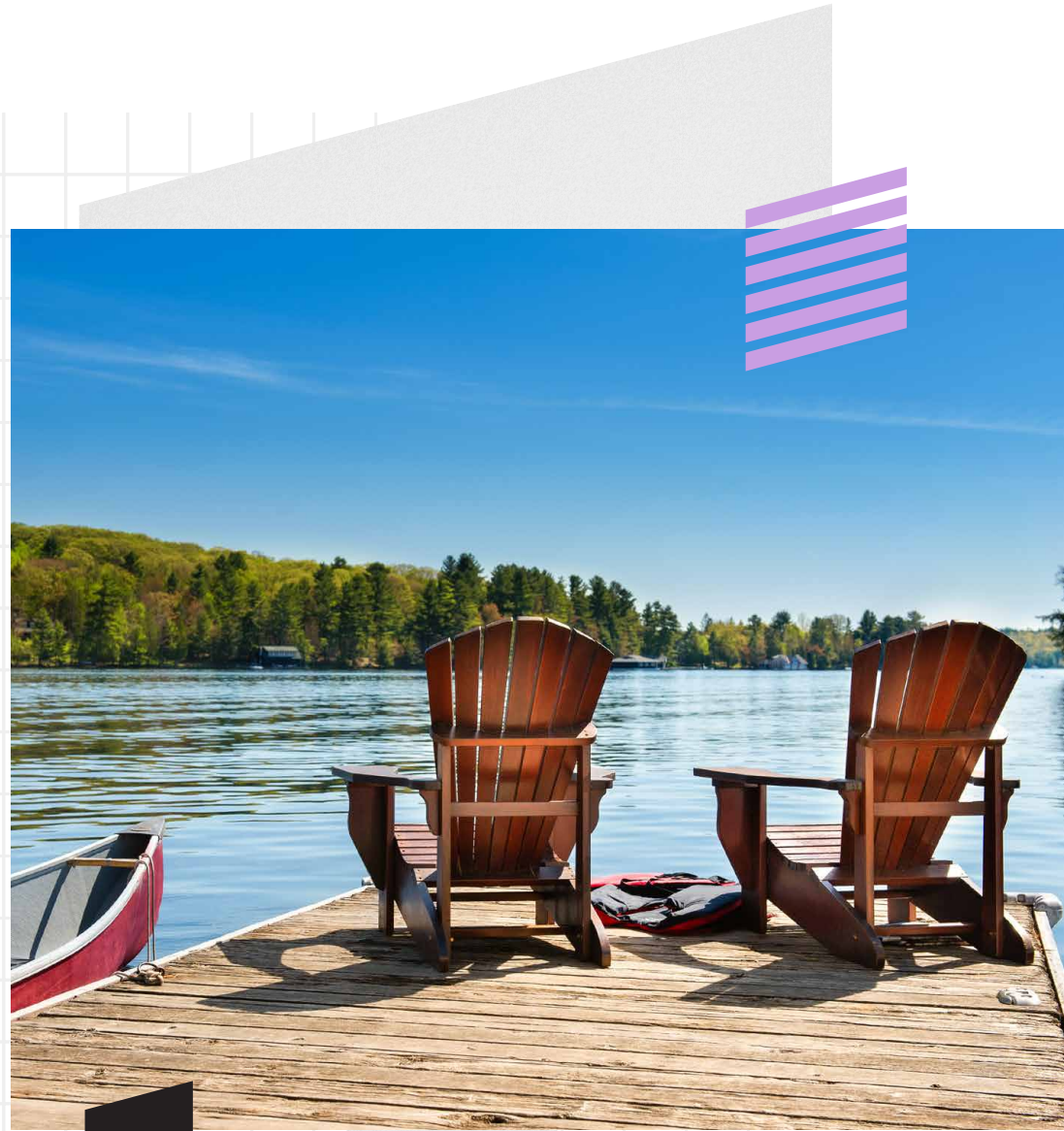


Case Study

**Awaze drives increase
in repeat bookings
for the Hoseasons
and Cottages.com
brands with a timely,
personalised email
programme**



INDUSTRY
Holiday Rentals

COMPANY
Awaze

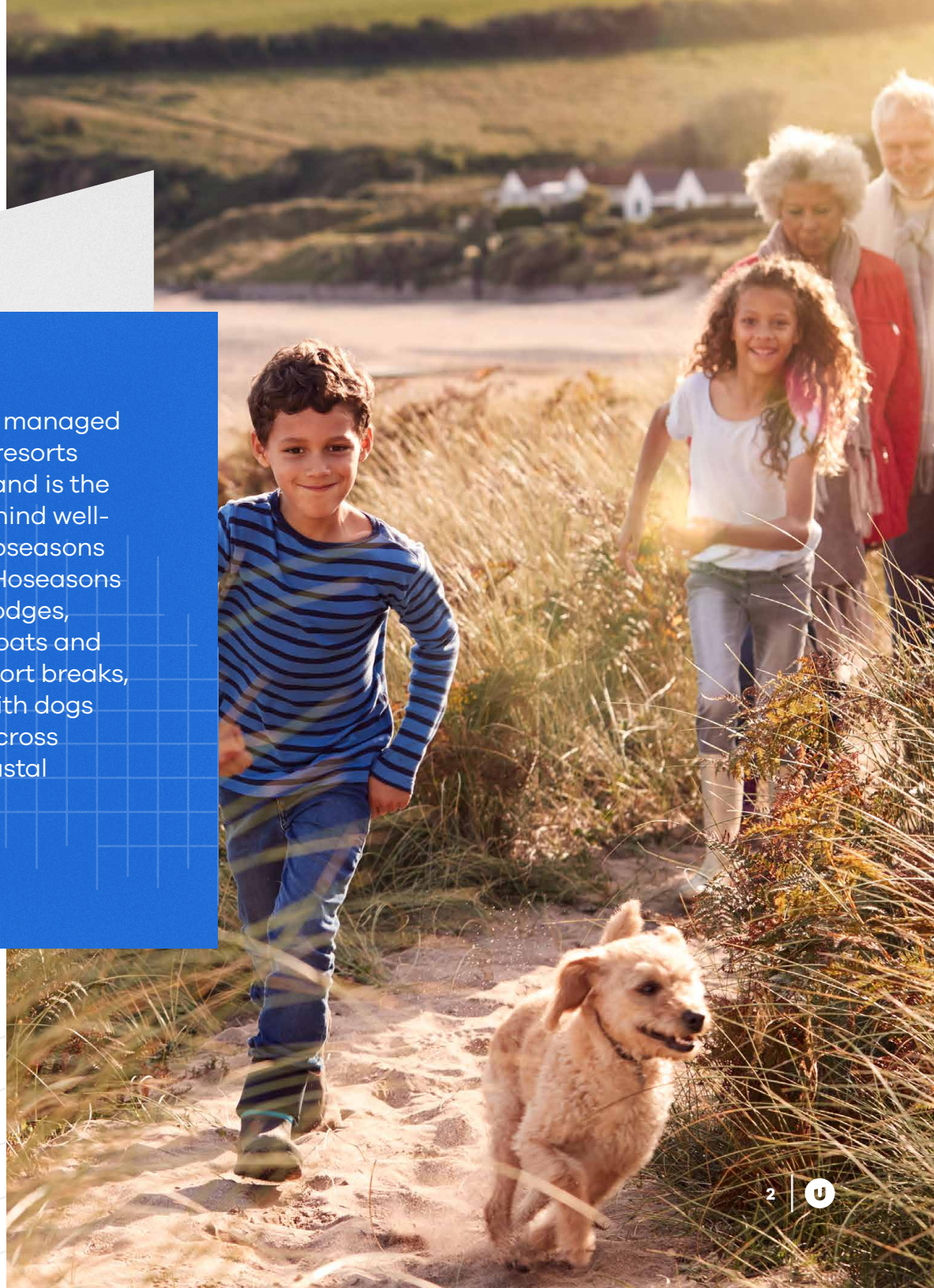
Company Location:
Suffolk, United Kingdom

awaze.com

HOSEASONS 

 cottages.com

Awaze is the largest managed holiday rentals and resorts business in Europe, and is the parent company behind well-known UK brands Hoseasons and Cottages.com. Hoseasons offer cottages and lodges, holiday parks and boats and both brands offer short breaks, long stays, breaks with dogs and family breaks across countryside and coastal locations in the UK.



Awaze offers an incredible range of holiday rental properties, from budget friendly breaks to luxury holiday homes.

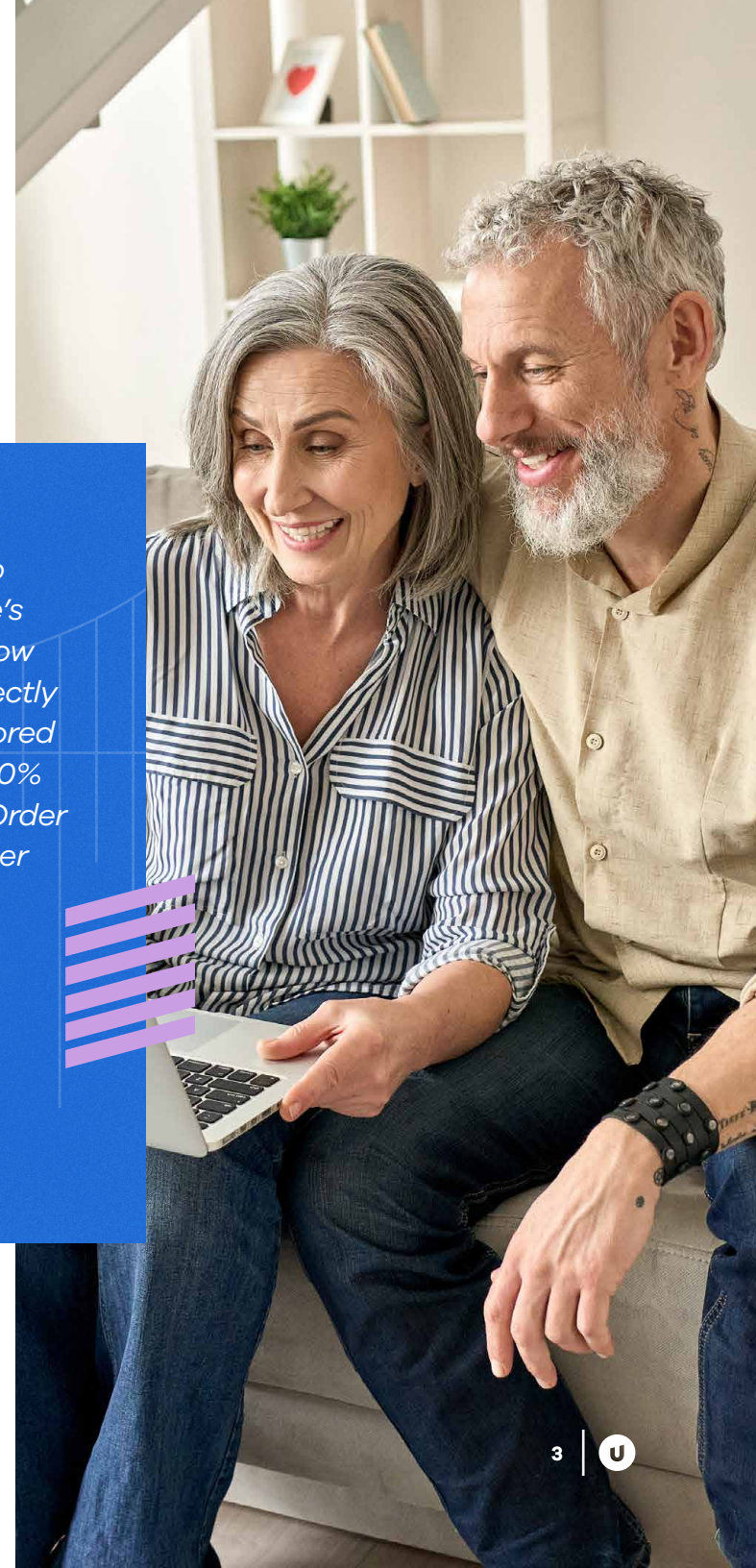
Objectives:

- Increase conversion rate of re-bookings from existing customers
- Provide a relevant and timely prompt to customers whilst 'in the moment'
- Convert bookers using email as a cheaper channel than Pay-Per-Click (PPC)

Results:

- Customers showing a love for either the same holiday property or wanting to experience other accommodation options
- An automated process using Upland Adestra 'Promotion Codes' feature to test voucher codes in a controlled manner
- A project that is scalable for both cottages.com and Hoseasons

With a strategic and technical relationship with Upland Software's Adestra, Awaze are now able to deliver a perfectly timed mid-break tailored email, resulting in a 30% increase in Average Order Value (AOV) and higher overall engagement.



Deliver engaging emails at every step of the customer journey.

The Challenge

The Central Marketing team are responsible for customer retention by achieving return bookings at low cost to Awaze. In a competitive market, getting repeat bookings as soon as possible in the journey is fundamental to success. The second purchase is key to driving long-term value to [Hoseasons](#) and [Cottages.com](#).

Communicating with the audience at a time when they have a propensity to buy is a cornerstone of winning market share. But having the data to do this and integrate that with your Email Service Provider (ESP) to send personalised communications in a timely manner is no easy task.

The Solution

With the re-emergence of holidaying after the Covid 19 pandemic, the Central Marketing team wanted to re-introduce an 'On Holiday' campaign. By combining booking data with the Upland Adestra Platform and by using the Adestra API functionality, sends are triggered mid-point into customers' holiday. This means the process is totally automated and personalised with their booking details.

By asking customers to re-book – either the same property / resort / boat, or a different one – whilst mid-point through their holiday is when customers are

familiar with their accommodation and the surroundings, and relaxed. Timing is everything... Send time testing found that customers converted best when emails were sent early in the evening. And anyone who does re-book are removed from the Welcome Home email which seeks the same outcome.

In addition, Awaze are also incorporating the Upland Adestra 'Promotion Codes' feature to test what additional revenue comes from adding a voucher incentive with an expiry deadline date. Awaze liked the feature because the discount codes are unique to the purchaser and so can't be shared, damaging margins. The process of assigning codes to customers is all completely automated too whereas in the past anything like this had been done manually.



With a phased roll-out of Adestra, Awaze increased overall CTR with email recipients.

Success Metrics

The open rate of the campaign has achieved an enormous 73% and the click through rate (CTR) has seen an impressive 13% of delivered emails. Most importantly, the campaign has seen a strong conversion rate of 2.34%.

In addition, Awaze has found:

Customers rebooking through these emails have a 30% higher AOV compared to the AOV for email in general

The On Holiday emails are one of the most successful email campaigns used to drive repeat bookings with a strong ROI

What's Next?

Awaze are planning to further test the impact of the Upland Adestra 'Promotion Codes' feature vouchers – amount / expiry dates and also to include in the Welcome Home email series.

Upland Adestra and Awaze continue to work closely on driving a better customer experience for both the Hoseasons and Cottages.com brands.



Results for Awaze

73%
open rate

13%
click through rate

2.34%
conversion rate

30%
higher AOV

upland
Adestra

For more information visit: uplandsoftware.com/adestra

Upland Adestra

Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.