

CASE STUDY

How We Created A Magical User Experience for Customers Buying Tickets To “The Happiest Place on Earth”

GOALS

Cybba analyzed the 365 Tickets USA site and found that their cart pages had the highest rate of abandonment. Cybba created a strategy that addressed the following:

- Re-engage visitors at the point of website abandonment
- Retarget abandoned users to complete their purchase
- Increase the average order value of online ticket sales
- Maximize brand exposure by turning customers into brand ambassadors

OUR APPROACH

Cybba implemented our onsite engagement tool on each page across 365TicketsUSA.com. When customers attempted to leave any page on the site, they were presented with an onsite tool that guided them to complete their purchase. Despite the effectiveness of our onsite engagement, some visitors still proceeded to exit. Cybba created an email remarketing campaign to recapture their attention.

Within 45 minutes of abandonment, the first of two emails were sent. The email included the products the customer viewed and offered an easy option to return to their basket and finish their purchase. The second email was sent within 48 hours of abandonment with an increased sense of urgency. Customers are encouraged to book their tickets now so they don't miss out on a special experience.

RESULTS

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ROAS

+\$250K

Recovered Sales

56%

Average Email Open Rate

“Cybba has played a significant role in helping our business convert shoppers who would have abandoned our site. In six months since implementing Cybba, we've increased conversions by five times, and recovered tens of thousands of dollars in revenue. Needless to say, we are incredibly pleased with the results.”

Teresa Holden | Vice President of Marketing and Communications, 365 Tickets USA

