cybba digital services | Luxair

CASE STUDY

How our Onsite and Email solutions helped Luxair increase its recovery rate by 7%

Using our conversion efficiency marketing and advertising technology, we were able to interfere with the notoriously high abandonment rate of the travel industry and generate millions of dollars in revenue.
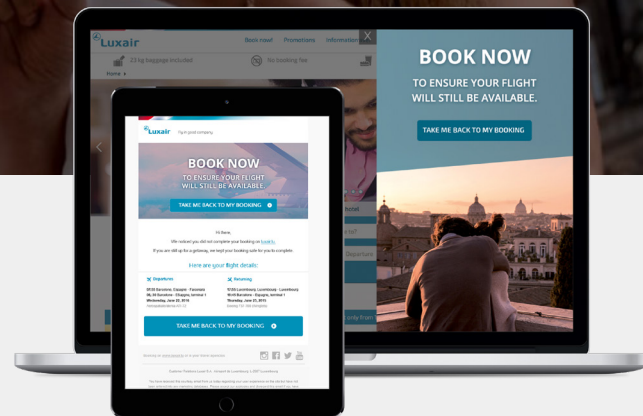
OVERVIEW

In an effort to streamline its e-commerce platform, Luxair partnered with Cybba to recover abandoned revenue, increase bookings, boost engagement with their site visitors, and improve the overall efficiency of their booking process.

KEY STRATEGY 1: CHECKING-IN

An important piece of Cybba's campaign was to improve customers' engagement on Luxair's website. Our Onsite Engagement solution included a custom-designed overlay that invited and incentivized users to complete their booking. With personalized messaging, we were able to incite a sense of urgency with countdowns and limited availabilities, as well as offering discounts to complete the booking.

KEY STRATEGY 2: STAYING ON THE CUSTOMER'S RADAR

Cybba helped Luxair remain at the top of lost customers' minds by deploying a series personalized, incentivized and responsive emails beginning about 35 minutes after a customer left the site, then 24 and 48 hours later. To create the best possible user-experience for abandoned customers, Cybba rebuilt each customers' booking checkout and planned trips in each of its remarketing emails.

RESULTS

26:1
ROI

27%
Email CTR

$9.6M
in recovered revenue

> "Cybba's digital marketing platform was monumental in helping us increase our airline bookings. Since we started our partnership, Cybba has recovered significant amounts of revenue by helping us efficiently engage with our customers online and re-engage with customers with strategic emails. These technologies are key for us in the competitive airline industry."
>
> - Martin Jager, Head of E-Commerce, Luxair

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com