

New creative ideas and improved results for Utell email activity

A monthly email programme that achieved a 100% uplift in click through rates.



The Situation

Response rates to Utell Hotels & Resorts email communications were falling and AHK was called in to turn the situation around.

Solution

AHK replaced a series of disparate email communications with a monthly newsletter programme containing local insight, special offers and competitions.

We interviewed key Utell stakeholders to understand what they needed from the programme and surveyed travel agents to find out what they wanted to receive. This enabled us to make changes to the content of the email communications which were implemented across eight language variants.

Result

Click rates have nearly doubled and searches by travel agents similarly increased.

Client:

Utell Hotel & Resorts

Skills:

Creative concept, data analysis, email, landing pages, proposition and messaging, sales collateral, translation, web content, banner ads.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.