



# The ultimate pre-stay email

With a host of third party service partners and a high volume pre-stay email, IHG wanted to revolutionise the program to deliver a relevant and rewarding email experience to every customer. They leveraged and repurposed their existing ancillary API that powers website content to introduce image personalization, live weather forecasts and location-based personalization.

In the new pre-stay email, they showcase local activities and restaurants close to a recipient's chosen hotel. They also display live car hire availability and pricing based on the recipient's pick-up location, age and country of booking. From one HTML, IHG are able to generate unlimited personalized variations of the email that updates with the latest content at every open.

**CROWNE PLAZA**  
HOTELS & RESORTS  
AN IHG® HOTEL

Brand Experience Meetings IHG® Rewards Club Need Help?

**Welcome to Crowne Plaza® Hotels & Resorts**

Dear John,

Your trip to London is only days away. To help make it a success, we've assembled the details of your stay below. You'll enjoy premium accommodations and business-ready services, plus our expert staff is ready to meet your needs. Any questions? Give us a call.

We look forward to seeing you.  
Gill Stringer, General Manager

**John Chan**  
100126058  
IHG® Rewards Club GOLD ELITE

**Estimated Earnings:**  
10,000 IHG REWARDS CLUB POINTS

**Your Hotel Reservation**

Confirmation #: 66825586

Check In: 04/08/17 – 03:00 PM  
Check Out: 04/09/17 – 12:00 PM  
Number of rooms: 1

**Your Room, Your Way**  
Thanks for telling us your preferences:

- Late Arrival Requested
- Room Near Elevator Requested
- Extra Pillows Requested

We'll do our best to prepare your room just the way you like it.

**Your Hotel – Crowne Plaza London - Heathrow**

Stockley Road West Drayton  
London UB7 9NA United Kingdom  
Map | Email | Amenities

Front Desk: 44-871-9429140

**Enhance Your Stay**

- Our Best Prices**  
With our Best Price Guarantee, find our best prices or your first night is free. [Learn More](#)
- Shopping with your points is easy**  
Our IHG® Rewards Club Catalog offers you a wide variety of brand name gifts and more, so you can find that perfect reward. [Take A Look](#)
- Good Things Just Got Easier**  
It's time to enjoy a loyalty program that's more centered on you and everything you love about travel. [Learn More](#)

**LEGOLAND® Windsor Resort Admission Ticket with Meal Deal**

★★★★★ FROM \$51.10  
Flexible

**Windsor Castle - Hampton Court Palace Shuttle from Windsor Castle**

★★★★★ FROM \$13.45  
35 minutes

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**Eriki**  
\$\$  
Bar / Lounge / Bottle Service  
★★★★★ | 29 Reviews

**Sipson Tandoori Indian...**  
\$\$  
Indian  
★★★★★ | 52 Reviews

**Achari Flavour of India**  
\$\$  
Indian  
★★★★★ | 33 Reviews

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Save and earn on every rental:  
• Up to 35% off base rates  
• Earn 1,500 points per rental  
• Plus up to 500 points per day

STARTING AT \$140.21/DAY  
**Hertz**

**Search for cars**

**Local Information - London**

**Detailed Forecast: 04/08/17**

82 °F / 71 °F - 28 °C / 22 °C  
Partly cloudy

**Things to Do**

**Places to Dine**

[View Detailed Forecast](#)



*"This email is outstanding and it is truly a best in class email. The new pre-stay email surfaces content that is useful and personalized for every traveller - and it updates live on open. The email was setup once and runs itself using existing technology. It's awesome!"*

Jordan Sawyer, Head of Account Management, Kickdynamic