

TRAVELREPUBLIC

A welcome journey made personal

Travel email marketing should be as personal as a holiday and brands should be using the abundance of data they have on their customers. Travel Republic are completely overhauling their welcome program so watch this space! First things first, they have created an engaging personalized image to capture a customer's attention from the off.



"Using a subscriber's name over an image is an eye-catching way to connect with them. Travel Republic's welcome series is an example of great visual design working together in conjunction with personalization."

Katie Woodward, Marketing Manager, Kickdynamic

