



First impressions count

icelolly.com, the recent winner of the Best Travel Price Comparison Website at the 2019 British Travel Awards, know that a great email experience must start on day one. Upon sign up, subscribers are segmented based on holiday-type preference, falling into one of the following categories: cruise, city, sun or deals. They will then receive a welcome email completely tailored to that preference featuring the latest offers and availability for their chosen holiday type.



"The live and personalized content in our welcome program sets our customers expectations from the beginning which builds trust. It also drives traffic and generates revenue for our partners from the start which has been a game changer for us. Following the great results we've seen, we want to integrate live products across all of our key programs going forward."

Jon Kirk, Email Manager

The screenshot displays two email newsletters from icelolly.com. The left newsletter is titled "THANKS FOR SIGNING UP... IT'S CRUISING TIME!" and features a boat on the water. The right newsletter is titled "THANKS FOR SIGNING UP... IT'S CITY TIME!" and features a city skyline. A central callout bubble shows a bar chart with an upward arrow and the text "47% increase in revenue per email". Below the newsletters are six promotional cards for various travel packages, each with a price tag.

Package	Price (From)
Turkey: Week-Long Gulet Cruise from Bodrum w/Regional Flights, Meals & Excursions	£459 PP
Icelandair Special: Iceland Escape w/City Sightseeing & Northern Lights Tour	£299 PP
Turkey: Week-Long Full Board Gulet Cruise on the Turquoise Coast w/Regional Flights & Excursions	£499 PP
New York & Orlando: 9 Nt Twin Centre Holiday w/Flights & Hotel	£499 PP
Turkey: May or October Gulet Cruise & 5* All Inclusive Stay w/Flights	£599 PP
Las Vegas: 5 Nt Winter Sun Break to 4* Flamingo Hotel w/Spa & Return Flights	£599 PP