

icelolly.com leading the way in travel email

Founded in 2005, icelolly.com is the UK's fastest growing holiday comparison website.¹

icelolly.com allows consumers to compare millions of package holidays, city breaks and cruises from the UK's leading travel companies.

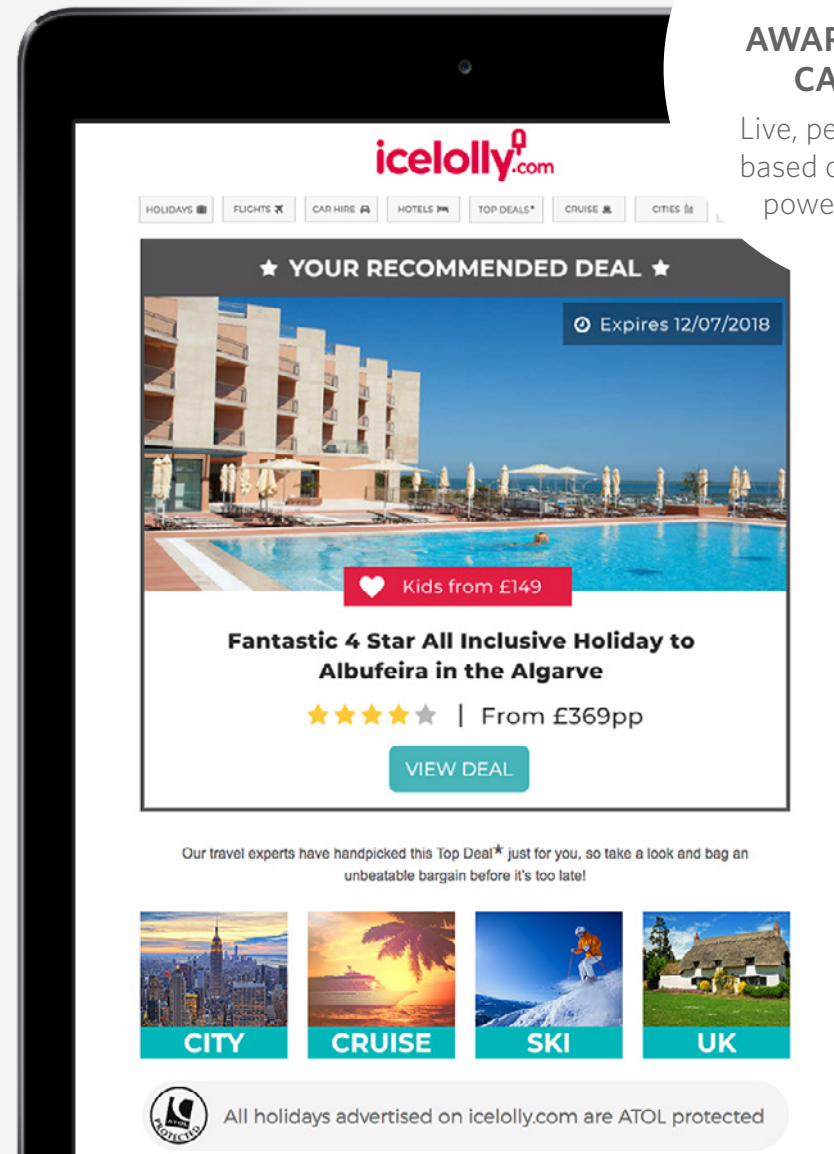
icelolly.com has created an award-winning email programme, scooping awards such as Innovation in Integration: Combining tech powers, truly leading the way in the travel industry.

¹ Hitwise, 2018



AWARD WINNING CAMPAIGN!

Live, personalized deal based on browse data, powered by an API



The screenshot shows the icelolly.com website interface. At the top, there are navigation tabs for HOLIDAYS, FLIGHTS, CAR HIRE, HOTELS, TOP DEALS*, CRUISE, and CITIES. Below this is a featured deal card titled "★ YOUR RECOMMENDED DEAL ★" with a sub-header "Expires 12/07/2018". The main image shows a resort with a pool and beach. A red badge says "Kids from £149". The text below reads "Fantastic 4 Star All Inclusive Holiday to Albufeira in the Algarve" with a 4.5-star rating and "From £369pp". A teal button says "VIEW DEAL". Below the card, a message states: "Our travel experts have handpicked this Top Deal* just for you, so take a look and bag an unbeatable bargain before it's too late!". At the bottom, there are four category tiles: CITY, CRUISE, SKI, and UK. A footer note says "All holidays advertised on icelolly.com are ATOL protected" with the ATOL logo.

CHALLENGE

The icelolly.com team build their deals marketing programme around hand-picked, curated offers.

Previously, deals emails were static and every recipient received the same offers no matter what they had shown interest in.

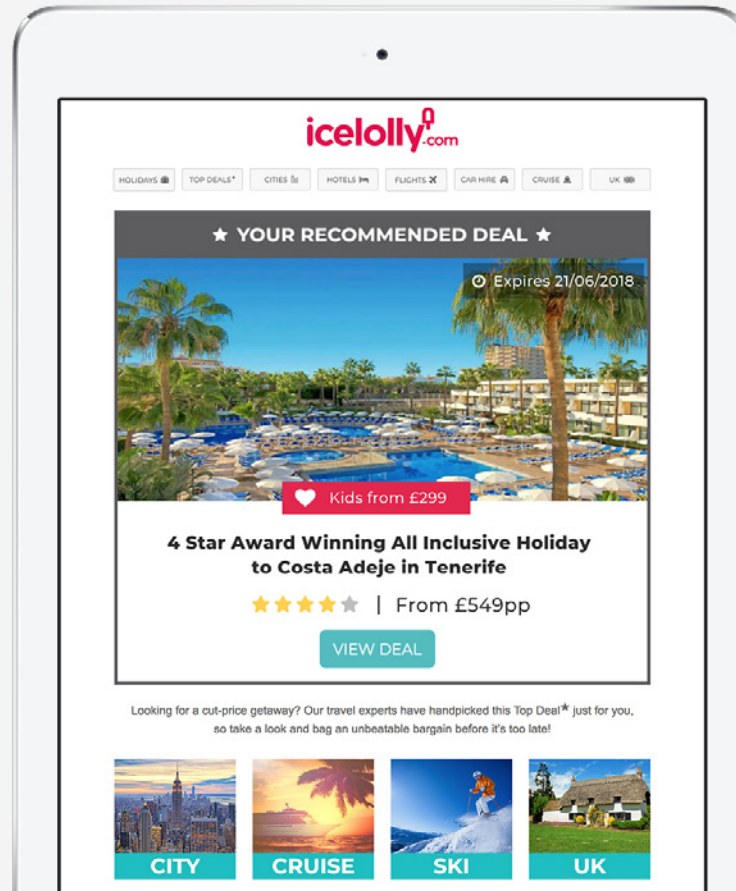
icelolly.com previously attempted to display browsed deals by using a web scraping tool, however, the solution was deemed ineffective as it continued to break their website search function.

icelolly.com partnered with Kickdynamic to increase the relevancy of their email content by personalizing the deals to each recipient based on their last touchpoint; abandoned browse data.

SOLUTION

By leveraging customer browse data, icelolly.com have enhanced their emails by displaying the searched and abandoned deal, improving internal efficiencies and email content relevancy for their customers.

To make this possible, the icelolly.com team created a json API containing deals from their website combined with GA data. Once this feed was created, the programme was set up very quickly by connecting directly into the Kickdynamic platform. icelolly.com resurface deals in an email the day after a customer abandons, automatically and repeatedly, at scale.



"The Kickdynamic team supported us throughout the process of setting up the technology and helped us get the email programme up and running quickly to deliver dynamic content to our customers."

Jon Kirk, Email Manager

RESULTS

The icelolly.com team have experienced amazing results since implementing live deals in their abandoned search emails and have won awards for their innovation.

WHAT'S NEXT?

icelolly.com would like to continue to evolve their email programme by retrieving additional deal information live in email such as dated or dateless pricing. The team also plan to feature live blog and social content to influence and inspire recipients.



The award-winning icelolly.com email team with Matt Hayes, Kickdynamic CEO, at the dotties 2018.



35%
higher
open rate



201%
increase
in CTR



45%
increase in
conversion



Want to learn more?

Get in touch for a demo of the Kickdynamic platform to discover how we can save you time, increase your customer engagement and help you achieve true personalization.