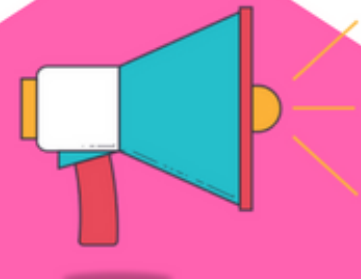


Advantages of using Email for Travel Marketing



Trackability

You can accurately measure the success of your campaigns right down to an individual level



Better Conversion

You can drive instant action through a personalized message and a clear call-to-action



More Credibility

Targeted Newsletters and guides can help you gain credibility and thought-leadership



High ROI

Email campaigns cost significantly less than other forms of marketing and have an ROI of around 4300%



Personalization

Unlike other channels, email can be personalized to a great degree to match individual tastes and preferences



Segmentation

With email you can run campaigns targeting only those subscribers that meet a certain criteria, helping you to optimize resources