The Iterable User Engagement Report: Top Travel Companies

iterable

Report Methodology

We evaluated these industries:

- Airlines
- Online Travel Agents (OTAs)
- Car Rental Companies
- Hotels

Over the course of 3 weeks:

And evaluated these campaign strategies:

Welcome Campaigns

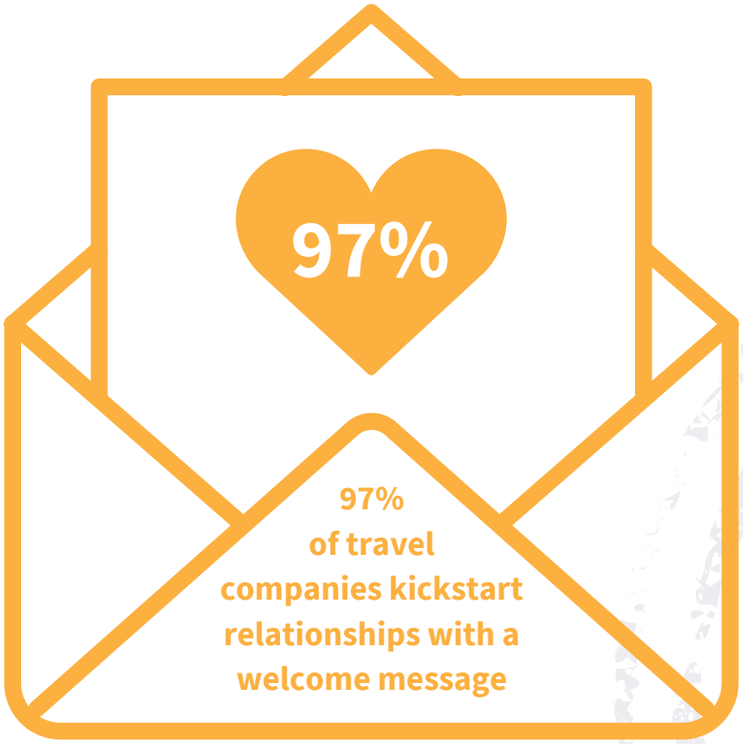
Promotional Campaigns

Cart Abandonment Campaigns

Mobile Messaging

Welcome Campaigns

Whose welcomes were the warmest?



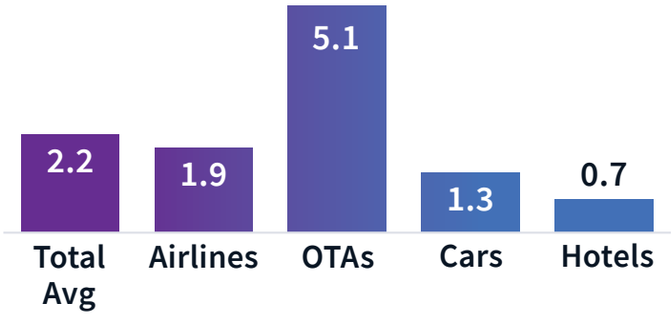
30%
of Online Travel Agents send **more than 1** welcome email to new customers

Which industries use welcome campaigns?

Promotional Campaigns

How do these industries promote their deals?

What was the average weekly number of promotional messages sent by industry?

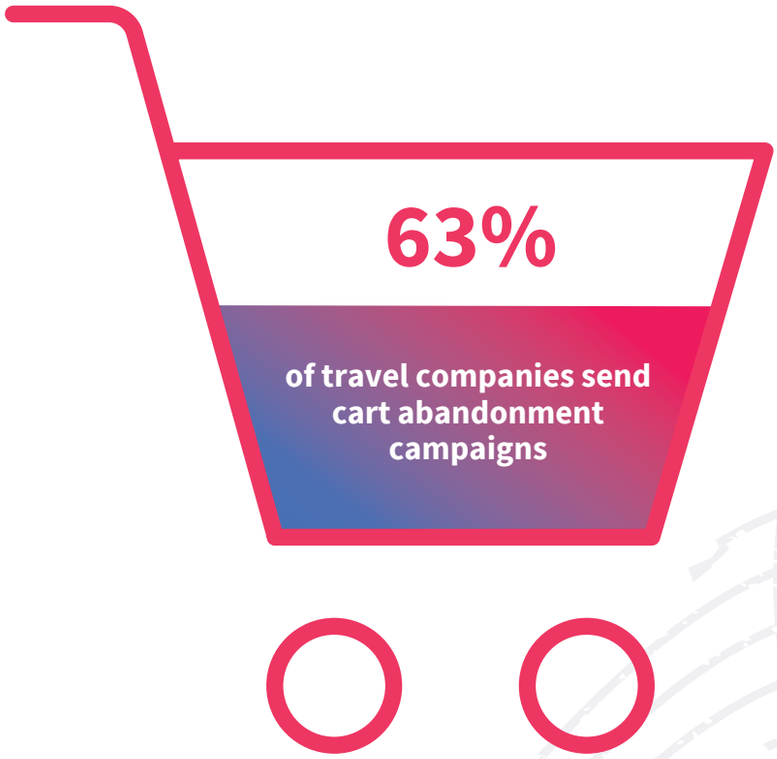


HOTEL COMPANIES

were the **most likely** industry to use GIFs inside promotional emails

Cart Abandonment Campaigns

Who tries to win back near-purchases?

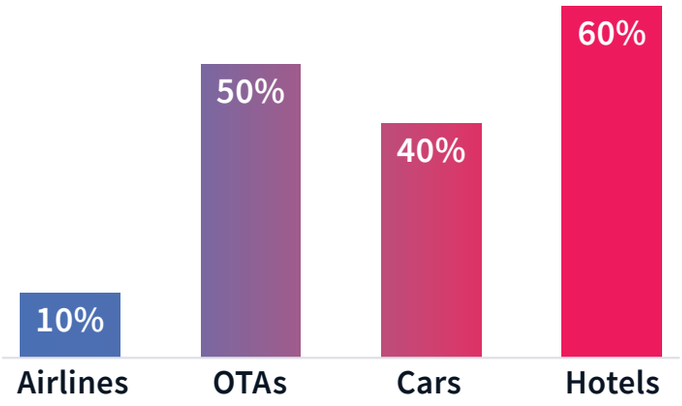


Car rental companies waited and average of

4 DAYS

before sending cart abandonment messages

How did cart abandonment usage vary across industries?



Mobile Messaging

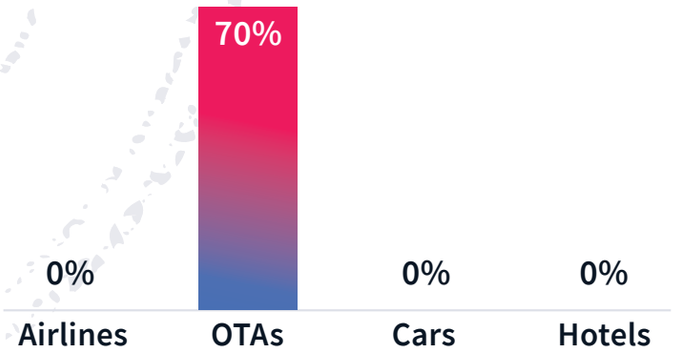
Which companies mobilize their marketing messages to new customers?

23% of companies send mobile messages

100%

of airline marketers **missed their connection** by ignoring mobile messaging completely

How did mobile messaging usage vary by industry?



Some companies are executing sophisticated campaigns, others just cover the basics and the rest range widely in between.

A renewed focus on marketing throughout the customer lifecycle will ensure travel companies reach their engagement destinations without a hitch.

GET THE FULL FINDINGS HERE

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility.