

DIRECT BOOKINGS CHEATSHEET #7

5 POINT GUIDE TO EMAIL RETARGETING: OVERCOME BOOKING ABANDONMENT

1 WHAT IS EMAIL RETARGETING?

Often, guests leave your site part of the way through the booking process. It can feel like a defeat. However, there is a way to give your hotel a second chance! Email retargeting is a persuasive way to convince guests to come back to book.

Action point:

- Send an email (or emails) to your potential guest to ask them if they're ready to complete their order.

2 WHY DOES IT WORK?

Often, bookings are abandoned for small reasons. 39% of guests were just looking, and another 37% want to do more research.* Other common issues are checking with other travellers, a booking process that's too long, or simply payment issues.

Does it work? Yes! Net Affinity sees hotels who use email retargeting achieve an average conversion rate of **16%**. A quarter of hotels using email retargeting reach a conversion rate in excess of 30%.

Action point:

- Measure your click through and open rates to discover which approach suits your guests best.

3 WHO CAN I EMAIL?

You can only send an email to potential guests when you have their email address. To reach the right audience, you must have the necessary tools to contact them.

Action point:

- Capture the email as early as possible in the booking process.

**figures from SaleCycle 2016*

5 HOW DO I GET STARTED?

Create autoresponders. These are emails that are triggered automatically by certain events - in this case, by a partially completed booking.

There are a few different ways for your emails to encourage guests to return and book direct:

Action points:

- Send a basic reminder to ask your guest if they wish to complete their booking.
- Personalize your emails with their name, your hotel branding and, if possible, details of the booking, including room type and dates.
- Consider offering an 'exclusive' offer to encourage guests to return. This might be a discount or a promotional code, or it may be a set of perks you typically offer to your loyalty program members.

4 WHEN SHOULD I SEND EMAILS?

As a rule of thumb, send emails as soon as possible. You want your hotel to be as fresh in the guest's mind as possible.

Action points:

- Send the first email within 3 hours of the booking abandonment. Research shows that emails sent this early have an average open rate of 40% and a click through rate of 20%.
- Send a second email the following day, if the guest still hasn't completed the booking. Consider adding an incentive to book here, such as a complimentary drink or a discount.

If the guest still hasn't booked, you might send one more email a day later, but beyond this point you'll get more complaints than bookings!

EXPERTISE TO GROW YOUR HOTEL'S DIRECT BOOKINGS

T : +353 1 293 9906 | E: hello@netaffinity.com

The Forum, Ballymoss Road,
Sandyford, Dublin 18, Ireland




NETAFFINITY
We Love Hotels

Technology, Design and Digital Marketing
Focused Exclusively on the Hotel Industry