

Vantage customer identification nearly doubles.

The challenge

Founded in 1983 by CEO Henry Lewis, Vantage Deluxe World Travel was conceived to provide a better choice for adult travelers looking for deluxe accommodations and great value. Vantage has earned a loyal repeat customer base for its quality offerings and high level of personalized service. In 2013, the company set out to elevate its marketing to a comparable level of quality and personalization.

Vantage knew that the key to accomplishing this goal was learning more about each individual's interests, which could be captured through website browsing activity. But, without highly-effective website visitor identification capabilities, browsing activity could not be captured to the extent that was needed.

"We know that 4Cite consistently identifies significantly more website visitors than other providers in the people-based marketing space," says Jack Sturn, Senior Vice President at 4Cite. "And when more visitors can be identified and their interests captured, every marketing channel – be it email, website, direct mail, social ads, telemarketing, etc. – becomes exponentially more effective."

The solution

Vantage retained 4Cite Marketing to identify website visitors and capture their browsing activity. Now, a data feed for all website visitors is sent to Vantage four times daily. It includes data on the various offerings browsed, as well as areas of interest to the visitor including solo travel, family and friends journeys, travel adventure packages, cruise line excursions, ways to save on tours and trips, and ways to refer friends. In total, there are over 40 data points included. This data drives many of Vantage's marketing initiatives and is used by their call center.



Powered by this data, these initiatives are highly personalized to each customer and potential customers' interests, keeping the brand in the forefront of the traveler's considerations, and reminding web visitors of the trips and adventures they may want to book. In addition, to keep email subscribers engaged who haven't been opening emails lately, Vantage uses 4Cite's unique Shopping Elsewhere email trigger. This trigger "fires" to customers who have not opened a Vantage email in the past 60+ days at the moment they are in their inbox opening emails, increasing Vantage's open and engagement rates. The content is dynamic, meaning it is individualized to the recipient based on their interests.

In addition, 4Cite serves lightboxes on the Vantage website designed to maintain an individualized communication while visitors browse the site. Content is customized based on the visitor's past and current demonstrated interests. Additional lightboxes are used to acquire email addresses, ask unsubscribers to opt back in, confirm email addresses, confirm mailing addresses, confirm phone numbers, and to ask customers to refer a friend.

continued

4Cite also appends mailing addresses to email-only records where possible, and, with another vendor, assesses the effectiveness of Vantage's social media campaigns by tracking subsequent website visits and providing various reports to optimize these campaigns. Additionally, 4Cite recommends other channels for growth through its partner vendors to help Vantage achieve the highly-personalized level of marketing that has become their hallmark.

The result

4Cite is able to routinely identify approximately 70-75% of Vantage's website visitors, compared to approximately 30-40% that they were able to identify previously. This is made possible through 4Cite's proprietary identification network, which now houses email addresses-linked-to-people for 68% of consumers in the United States – a percentage that continues to grow. (The more that a client's web visitors overlap with the 68% in the 4Cite network, the higher the percentage of visitors identified. For some clients, nearly 100% of their website visitors fall within this 68%.) More website visitors identified directly translates into more consumer engagement and sales.

"4Cite's advanced identification capabilities have been very meaningful to our business. Through their data feeds, triggered email and triggered lightbox services, we have realized significant growth in customer retention and sales. Results like these are why we continue to award our business to 4Cite."

– Henry Lewis, CEO

