



BEFORE WE GET STARTED



You are all on mute



Please use your control panel to ask questions during the webinar



This webinar will be posted to Revinatē's Help Desk

Global Hotel Email Marketing

2018 Benchmark Report

2018 GLOBAL EMAIL MARKETING BENCHMARK REPORT

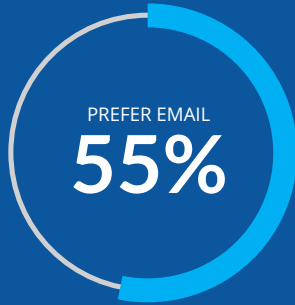
Based on **77 million emails** sent from Revinate Marketing customers across EMEA, North America and Asia Pacific regions

A few highlights we're going to cover today:

- When is the best time to send email campaigns
- Which automated campaigns get the most engagement
- Which upsell amenities drive the most revenue
- And much more!



THE RATIONALE FOR EMAIL MARKETING



55% of consumers prefer to get permission-based promotional messages from hospitality brands via email, versus direct mail, text, phone, or social media.



MILLENNIALS
ON THE RISE



MEASURABLE
RESULTS



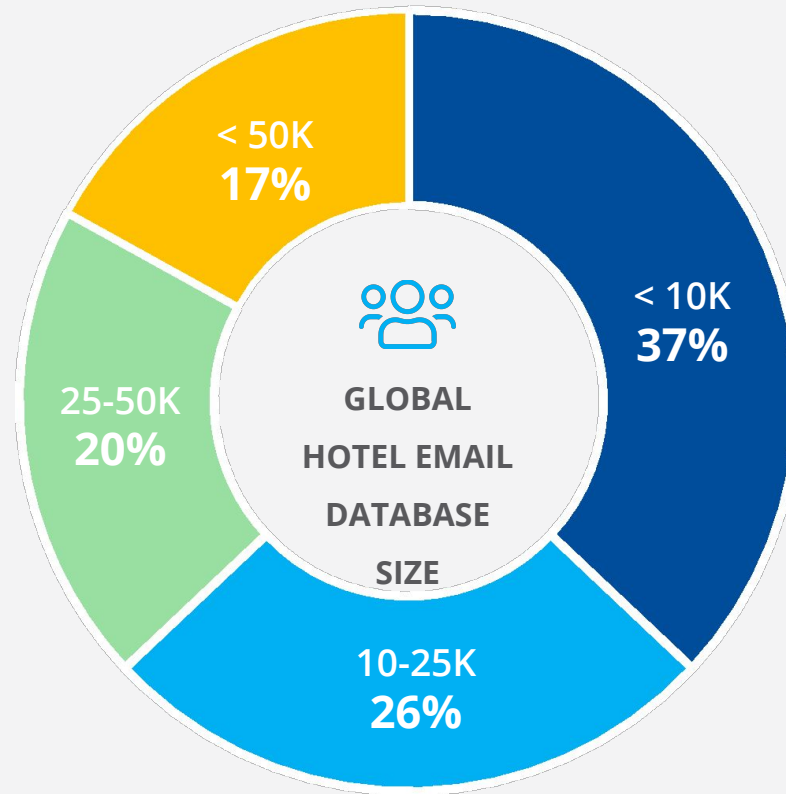
DATA-DRIVE
TARGETING



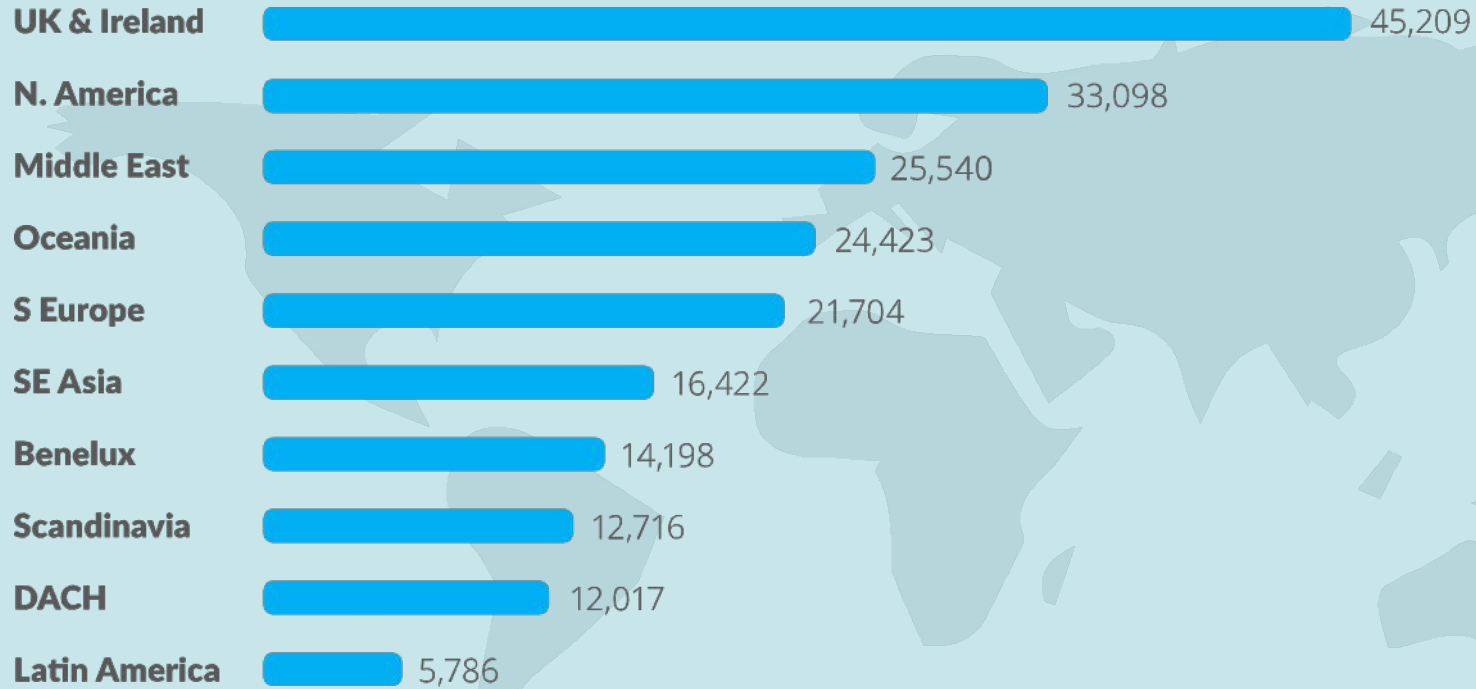
HIGHEST ROI
OF ANY CHANNEL

Database Size

THE GLOBAL DATABASE - # OF UNIQUE EMAILS



DATABASE SIZE BY REGION



Segmentation

SEGMENTATION

20%

HIGHER
OPEN RATE

70%

HIGHER
CLICK-THROUGH
RATE

73%

HIGHER REVENUE
PER RECIPIENT

SEGMENT
LOCATION
LOCAL GUESTS WHO LIVE
WITHIN 50 MILES


SEGMENT
WEEKEND GUESTS
CHECK-IN FRIDAY, SATURDAY

SEGMENT
LOYAL GUESTS
\$1K = LIFETIME SPEND,
>3 TOTAL STAYS

EMAIL CAMPAIGN

SEND TEST

PREVIEW



DESIGN UPSSELLS

SEGMENT

7,681 REACHABLE \$1,062 AVG SPEND

Campaign Performance

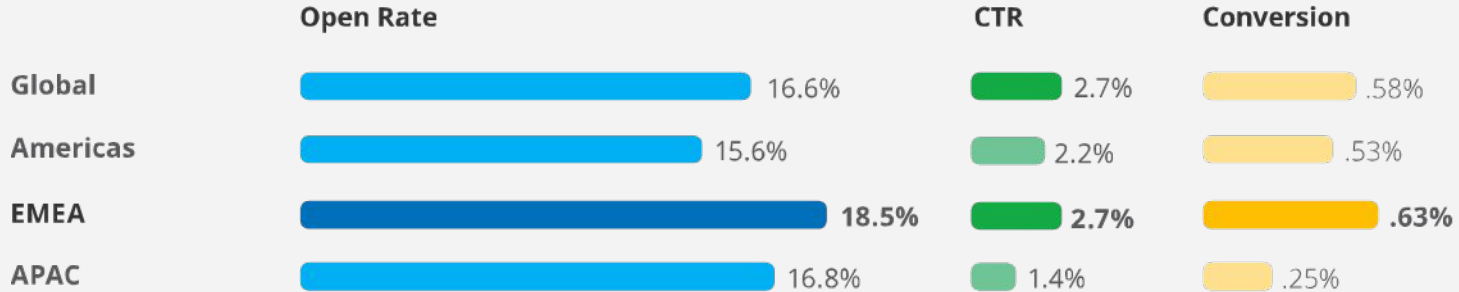
THE GUEST BOOKING CYCLE



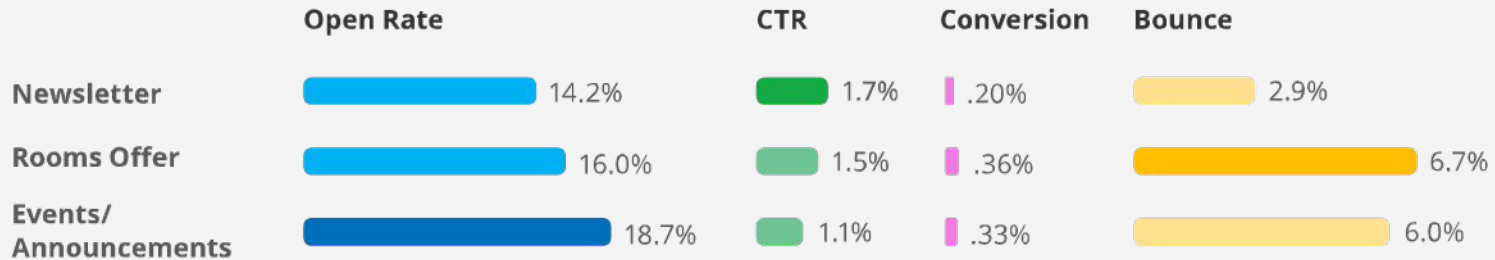


ONE-TIME CAMPAIGNS

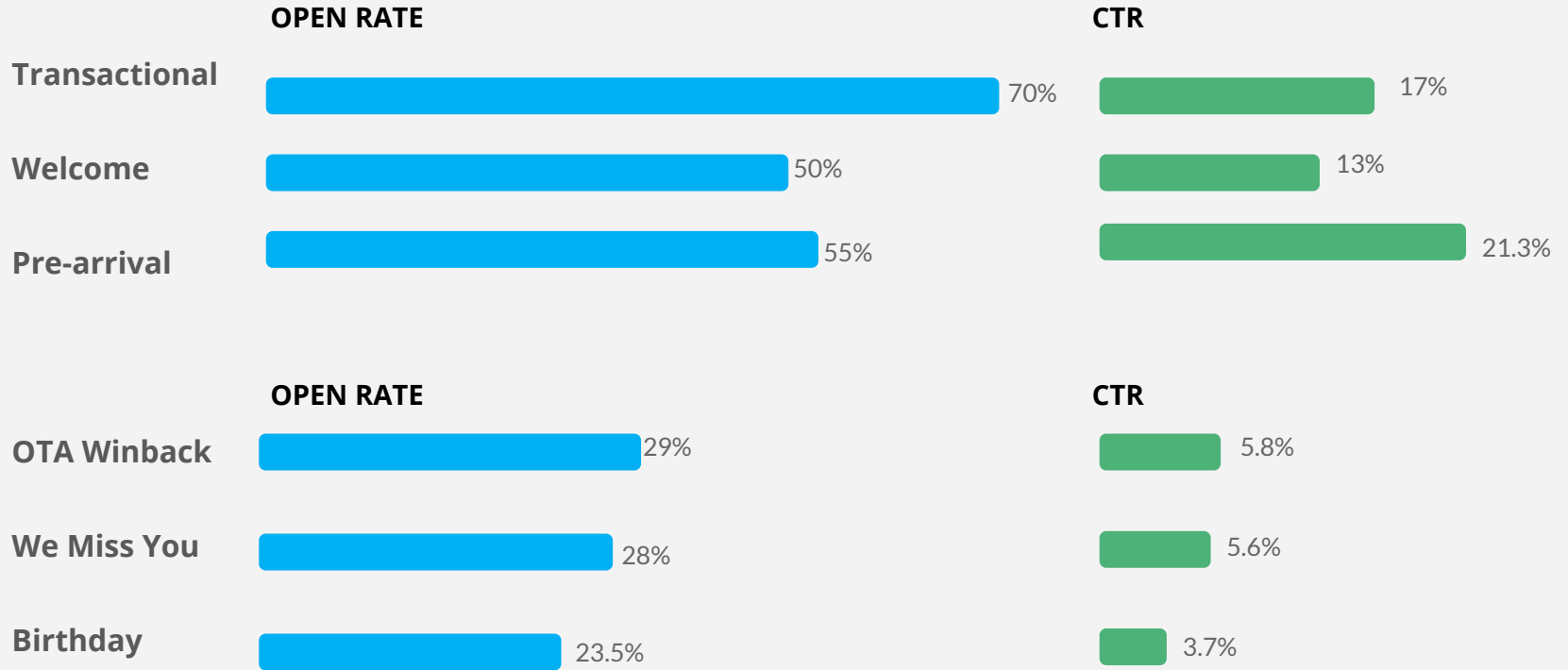
EMAIL PERFORMANCE



GLOBAL BENCHMARKS FOR POPULAR ONE-TIME CAMPAIGNS



AUTOMATED CAMPAIGNS

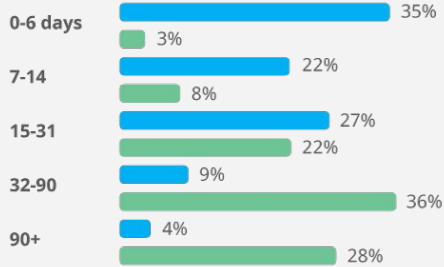


When to Send

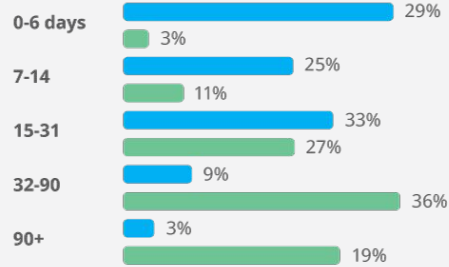
CAMPAIGN TYPES AND BOOKING WINDOWS

● # of Days from Email Sent to Booking Made ● # of Days from Email Sent to Check-in Date

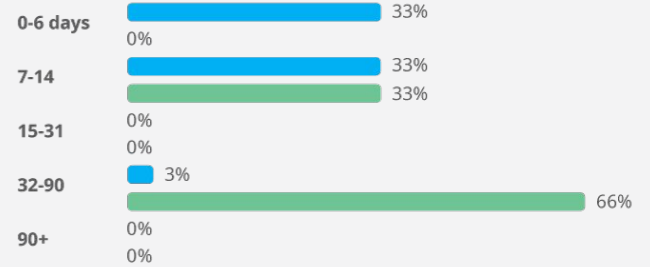
📧 Newsletter



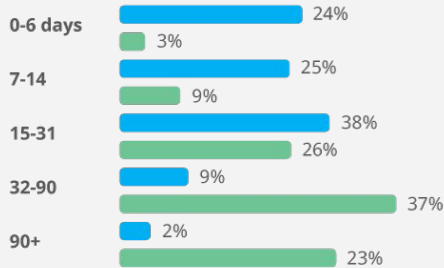
🏠 Rooms Offer



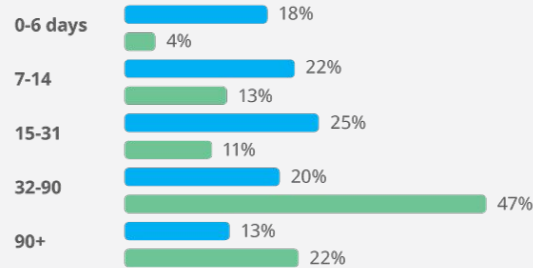
🎂 Birthday



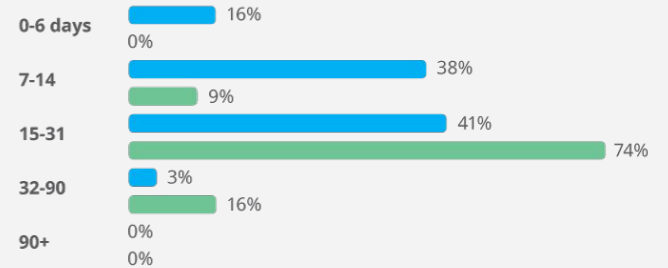
📣 Events and Announcements



📍 We Miss You




🎯 OTA Winback



Upsells & Upgrades


UPSELLS AND UPGRADES

- 33% of upsell requests include multiple items
- Upsell conversion is highest in pre-arrival emails
- Additionally can include upsells in welcome and confirmations emails




Breakfast Buffet [Details](#)

CA\$21.00 /night [SELECT](#)




Parking

\$15.00 /Night [SELECT](#)



Early Check In

\$25.00 [SELECT](#)



Airport pickup [Details](#)

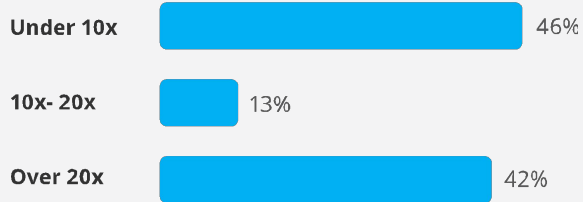
\$50.00 [SELECT](#)

Return on Investment (ROI)

ROI OF EMAIL MARKETING

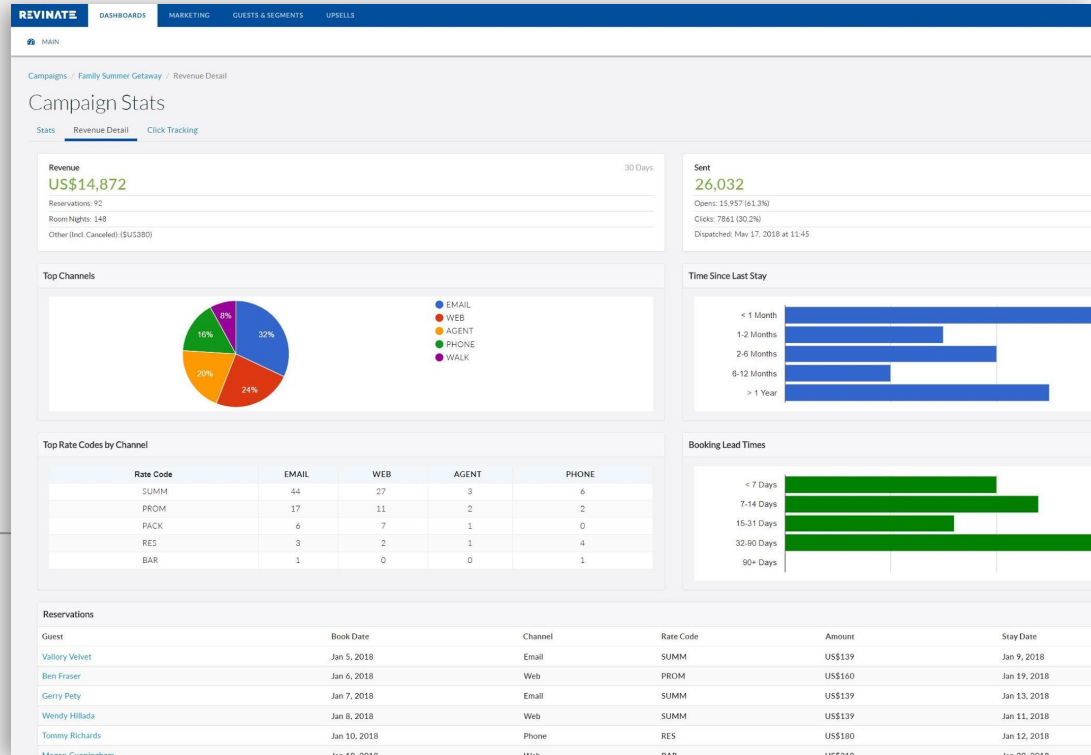
ROI OF EMAIL MARKETING

Hotels using Revinate Marketing



REVINATE

Revinate Marketing uses a 30-day lookback window from when a user receives an email, opens or clicks on it, and then books a reservation. The revenue generated is attributed back to that campaign.



In conclusion...

KEY TAKEAWAYS



Highest ROI

Email Marketing delivers at least four times higher ROI than other marketing channels



Database Size

Hotels don't need to have large database to generate high ROIs



Segmentation

Segmenting database is the key to highest conversions and deliverability



Upsells

Upsells are strong ancillary revenue drivers during the pre-arrival experience

Get the Report

Revinate.com/Benchmark/Marketing

Learn more

Learn how email powers the guest journey in *The Ultimate Guide to Email Marketing for Hoteliers*



Thank You

Questions?

Help Desk & Support 24/7
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Training and Bootcamps
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Revinate Community Blog
revinate.com/blog