

Case Study:

Aldemar Hotels & SPA

Yearly email marketing activities for 2005

- ✓ **Concept/ communication**
 - ✓ Develop a loyalty scheme with business associates & customers in multiple languages & multiple countries
- ✓ **Objectives**
 - ✓ DB clearance from invalid emails (bounce/ unsubscribed)
 - ✓ Provide information about the new facilities of Aldemar Hotels & SPA
 - ✓ Provide incentives for visiting the Aldemar Hotels & SPA
 - ✓ Thanksgiving emailing to business associates & partners
 - ✓ Thanksgiving emailing to customers & visitors
 - ✓ Christmas cards emailing to business associates & customers
 - ✓ Provide information about new features & additional services of the SPA centers
- ✓ **Results (Jan-Dec 2005)**
 - ✓ **Over 13K** members communicated
 - ✓ **Multiple URL tracking**
 - ✓ **AVG readership 65%**
 - ✓ **AVG response (CtR) 80%**

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