



e-Travel Marketing India



— **PATH TO PURCHASE 2015** —

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Introduction

A growing number of consumers today are making their purchases online. The increasing popularity of smartphones and hand held devices has led to an increase in the time consumers spend on online search and purchase. According to a recent research by Google India "Mobile phones are becoming a key contributor in the online shopping space. Currently, 30% of all shopping queries in India come from mobile phones¹". According to IAMAI e-commerce report 2013, travel accounts for 71% of e-commerce business in India². With travel becoming cheap and affordable, the number of travellers and their frequency of travelling in India is increasing continuously.

Through this report we aim to analyze the effectiveness of online travel agents (OTAs) and understand the purchase behaviour of Indian travellers. This research provides an insight into the extent of influence of online travel agents, e-mail marketing and social media on the path to purchase of a consumer. It uncovers as to how travel portals are using technology for their marketing activities to effectively engage with customers. This report includes valuable feedback from the consumers in India and gives an understanding of the current state of the e-Travel industry in India. There is also an in-depth analysis of how email marketing strategies are being used by e-Travel companies for creating communication that works towards customer engagement and in-return builds customer loyalty.

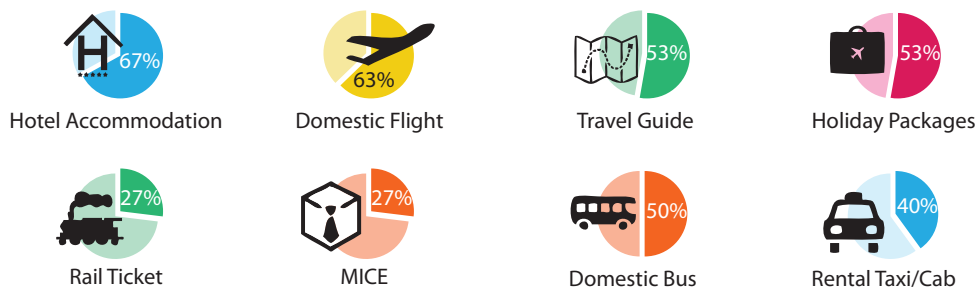
Research Highlights

1. Consumers are turning to the internet to take advantage of ease of booking and comparative pricing. 95% of consumers search online before making a travel purchase.
2. The research indicates that majority of consumers are comfortable with online ticket booking, but tour packages and hotels are still booked offline. It indicates that there is a gap between expectations of consumers and actual facilities promised by hotels when booked online.
3. Best deals are an important motivation for customers to go online. According to our research 36% consumers make unplanned trips if offered a discount.
4. Social media affects purchase decision of 48% consumers but personal experience of a consumer affects the decision more than the experience of others.
5. According to our research, 41% consumers make a purchase after receiving a promotional/discount offer over email and 25% consumers make a purchase after receiving an offer over SMS.
6. It is easier for a desktop user to look at more websites and switch from one competitor to another. But an app user is a loyalist; so majority of e-travel companies are incentivizing the consumers to use their Mobile App.

Industry Trends

A higher number of travellers now plan their itineraries online (including their tickets, stay bookings, travel insurance and other related services). This has led to an increase in the number of offerings made by the e-Travel portals in India. These portals are moving from being a standalone entity towards a "one stop shop" for all the travel needs of a traveller.

Majority of the travel portals are offering a complete experience through online hotel bookings, holiday packages, travel guides, air tickets, rail and bus tickets, customized holiday packages and MICE (Meetings, incentives, conferences, exhibitions) for both individual and group travelers. These wide range of offerings promise convenience in travel booking, planning and search. The offerings made by major e-Travel portals are:-



Many consumers use internet to take advantage of comparative pricing and enjoy the best deals at lower prices. It avoids them the extra cost of booking through a travel agent and saves the time consumed in visiting a traditional offline booking store. Features like easy cancellation, personalized deals, ticket tracking and on-call customer service ease the journey of a travel seeker.

Travel companies are adopting user-friendly interfaces to simplify the consumer experience: easier navigation, better interactivity and time saver quick book options are amongst the most important ones.

Marketers are using trip advisors, travel blogs and social networking sites to build a brand name by encouraging consumers to share their personal travel experiences. These sites spread word of mouth and increase the credibility of the portals, thus increasing the lifetime value for their customers.

Gift vouchers and deals offered on travel packages are a major draw for the consumers; many travel sites categorize their offerings as per themes – trekking, adventure, wildlife, history, culture, etc. Companies are also offering online content in regional languages in order to attract new customers.

Also, the interest in m-commerce has increased with many brands now offering incentives to download their mobile apps to encourage bookings through mobile phones. Desktop users are more likely to compare various websites before they make a purchase, therefore the e-Travel companies are encouraging consumers to download their apps.

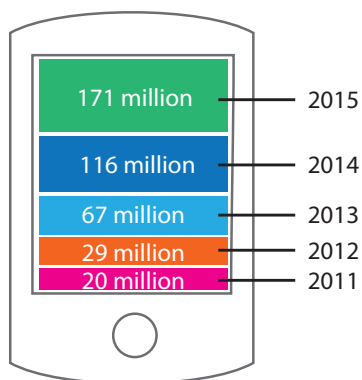
Discounts on booking through mobile and various cash-back offers are mainly used to lure the customers. Also, discounts on last minute bookings, timed discount offers help the portals to attract huge traffic and provide the bargain-hunting traveler a wide range of choices. Some portals also offer discounts on group bookings as well as MICE to encourage bulk booking.

Affiliate programs with banks, hotels, e-retail and travel related service providers are being used by travel companies to increase their reach and engagement. These tie-ups also help build long term relationships with customers.

India - An Online Opportunity

The current population of India is 1.3 billion, out of which 1/6th of the population is online i.e. 278 million (Q3 2014) says IAMA data. India has the third largest internet population in the world, according to Google India 2017 will see 500 million internet users in India, leaving US behind and edging towards the numbers in China.

India is a mobile friendly country; more people have mobiles than people having PCs. 44% of the India internet users use social media i.e. 122 million. Out of these 122 million, ~75% (92 million) access social media via their mobile devices. India has 100 million Facebook users, the third largest in the world. What reinforces the importance of Mobile 84% of these Facebook users in India; use Facebook on their mobile devices.



Mobile Penetration in India (in millions)

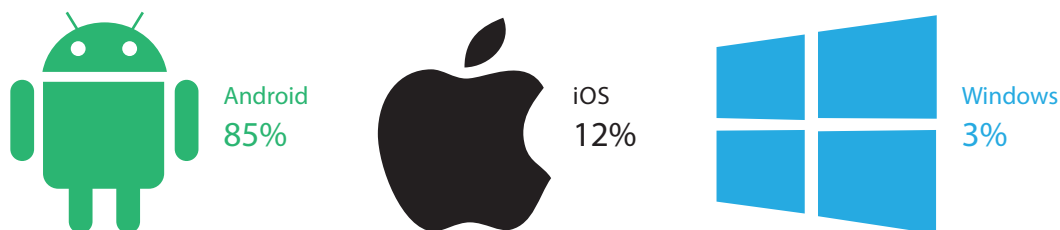
"One out of 5 bookings in India for Cleartrip happens on Mobile",

Samyukth Sridharan,
COO, Cleartrip.com
(via Livemint)

"30% of Make My Trip's transactions happens from mobile",

Rajesh Magow,
CEO, MakeMyTrip.com
(via IAMA Travel Summit 2014)

Market Share (India) - Mobile Operating Systems

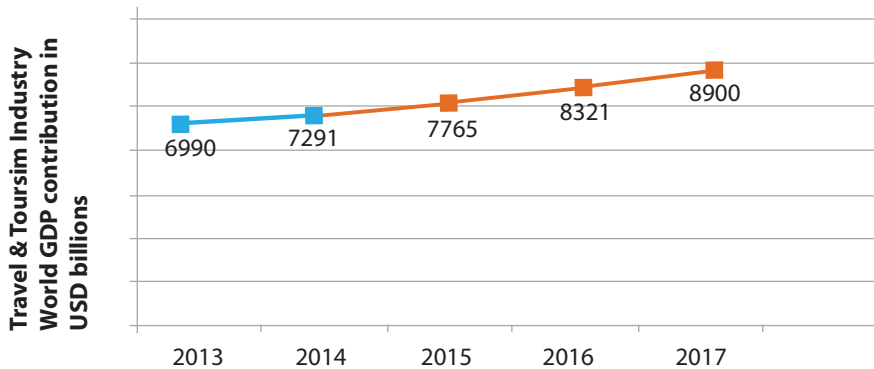


A few facts in Mobile India:

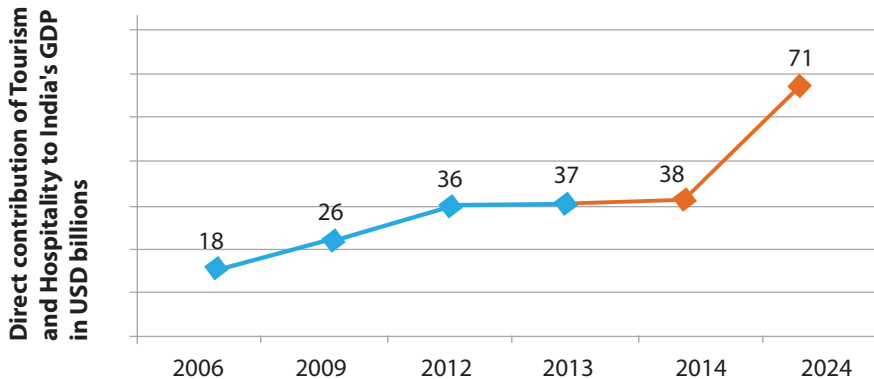
- 76% (213 million) of India online uses mobile internet
- 70% of web traffic (page views) in India comes via mobile internet
- A mobile internet user spends 178 minutes (~3 hours) online everyday
- 66 million use Facebook via smartphones out of which 57% use android, 4% iOS and other via feature phones
- 9% of the overall mobile subscriptions in India have 3G internet connection
- 13% (156 million) of India population uses smartphones

Travel and Tourism Industry in India

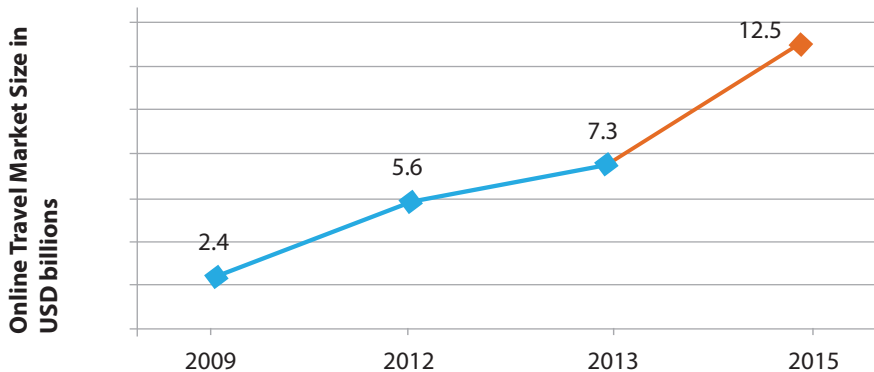
Travel and Tourism Industry is one of the top most industries in the world when it comes to GDP contribution. The Travel and Tourism Industry also provides 8.9% of employment in the world, with 1 out of 11 people in the world working for this industry creating 266 million jobs across the world.

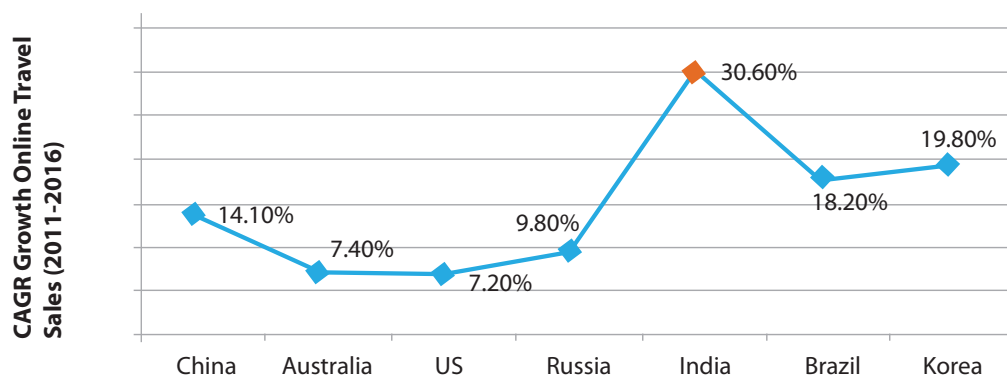


India is also not behind, with 9.5% of GDP growth in India (2013) is via the Travel and Tourism Industry, estimating at USD 38 billion in 2014 and reaching USD 71 billion in next 10 years, spanning a growth of ~87%. (IBEF)



The online Travel and Tourism Industry is also not far from the offline business. As per the stats by IAMAI in 2013 Online Travel Industry in India was worth USD 7.3 billion that is an estimated 20% of the total Travel and Tourism industry earnings in 2013. This clearly showcases how the future of India is bent towards online business than offline or traditional ways of booking.





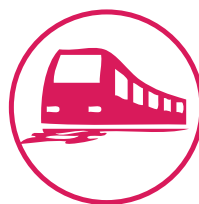
Consumer Behaviour of Travel & Tourism Industry:



Leisure Travel
49%



Business Travel
16%



Domestic Travel
44%

India Travel and Tourism Ranking:

Work Ranking of India Travel & Tourism industry (as in 2013) (WTTC – World Travel and Tourism Council)

Absolute Size: 13 | Relative contribution to National Economy: 135

Long Term Growth Forecast: 8 | Investment Forecast: 4 | 2014 Growth Forecast: 28

The growth of Indian Railway online

IRCTC is the only platform in India that allows train tickets to be bought online. Online booking in India for IRCTC took a huge leap from 2010 onwards. However, with the new government rule in 2014 also came a faster IRCTC website (IRCTC data).

Raini Hasija, Group GM- IT, IRCTC declared at the 5th IAMAI Travel and Tourism (August 2014) that
“At present we book around 10,000 tickets online per minute which is beyond our expectations. When we launched this service, our target was to book 7,200 tickets per minute. With over 2 lakh agents booking through IRCTC, we are gearing-up to higher ticketing per minute in time to come.”

In 2012 IRCTC saw 2000 tickets per minute, which has now (2014) increased by 500% to 10,000 tickers booked per minute. IRCTC ticket booking made a 700% hike from 2.26 million tickets booked in 2011 to 14.02 million in March 2014. As on August 2014, IRCTC has 35 million registered users out of which 27 million users are active. In the peak season IRCTC sees up-to 400 thousand transactions everyday day. IRCTC is valued at USD 1.1 billion.

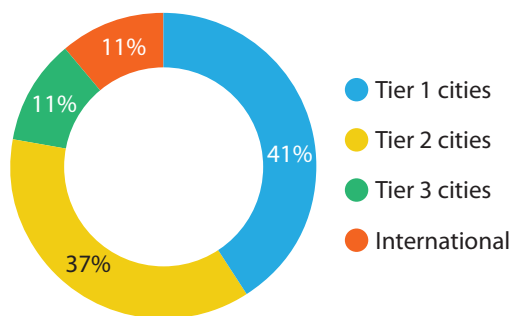
India Online Hotel Industry

Indian hospitality industry is growing in a linear manner in tier 1 cities, however, the future is not in tier 1 but also in tier 2 and tier 3 cities. According to the PWC report ‘Hospitality Insights from the Indian CEO’s desk’ (2014), 37% of Hospitality CEO’s in India wants to grow in tier 2 cities. This vindicates that hospitality industry in India will grow in deeper in the Indian roots and reach out to non-metros as well.

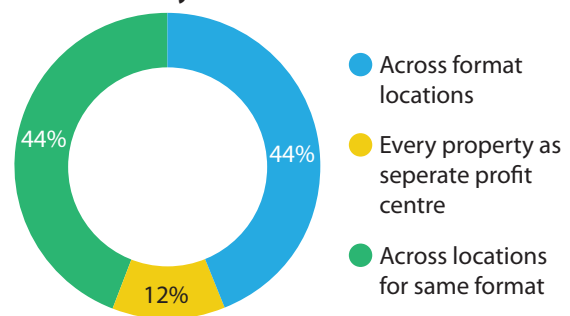
“Hotel bookings are driven by online research. Hotel reviews by local are a driving factor in selecting a particular property. It is interesting to see that 30% of India’s TripAdvisor users are coming to the site using their mobile devices”,

Nikhil Ganju,
 Country Head, Tripadvisor.com
 (IAMAI 5th Travel and Tourism Summit 2014)

Geographical Growth of Indian Hotels



What level of synergy you are looking to build in the next 3 to 5 years?

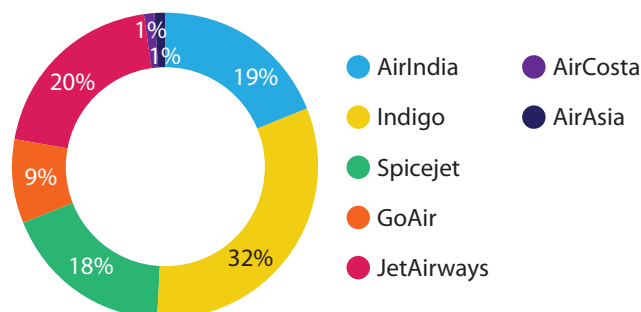


The above stats show that the Indian hotel industry is going. So, what’s the importance of Indian online hotel industry? A MakeMyTrip.com study (August 2013) said that: 97% users want to book a hotel online, out of which 77% already use OTAs (Online Travel Agents) for online bookings. 40% people book online on the same day when they need a hotel and 14% users use Mobile App to make a purchase.

Women Travellers in India are increasing, with women taking higher hierarchy roles and spending more money on family holidays, it’s a necessity how Women Travellers book. To answer this question Ixigo and Lemon Tree did a research (March 2014) on Women Travellers in India. 43% women want to make hotel booking online, 76% women see user reviews online before booking a hotel and 56% women use smartphone Apps for information about a hotel property before they make a final booking.

Consumer Behaviour of Travel & Tourism Industry share*

India Airline Market



Mobile App in the future for Travel and Tourism Industry in India**

India is a mobile friendly country with 87% people being online through mobile devices; Mobile Apps have become a core part of every business. As latest as September 2014, here are a few numbers of Mobile App download of various travel portals:

IRCTC on Android – 2.5 million | Ixigo – 1.1 million | Cleartrip – 2.2 million

Adding on to mobile as the present and future for online Travel and Tourism Industry in India, here are a few conversion rates from industry leaders:

Expedia India – 40% bookings from Mobile | Cleartrip – 30% | Yatra.com – 25% | MakeMyTrip – 30%

India Rental Taxi Market***

The Indian radio taxi market is pegged at USD 13 billion (September 2014) with only 5% being the organized sector, and is forecast to grow at 17-20% annually. More importantly, only about 4-6% of this market is organized sector – the rest is by operators who own fleets of 2-50 cars and typically have a presence in one city.

Bookings for Radio Taxis in India****

| Radio Taxi - Brand Name | On call | Websites | Mobile Application |
|-------------------------|-----------|----------|--------------------|
| Meru Cabs | 30% – 40% | 30% | 30% – 40% |
| Mega Cabs | 90% | 10% | 0% |
| Easy Cabs | 80% | 10% | 10% |
| Ola Cabs | 40% | 10% | 50% |
| Taxi for Sure | 50% | 25% | 25% – 55% |

* Livemint

(<http://www.livemint.com/Industry/7gSaYHEWUWOOrNd08VYtL/Air-India-sees-record-growth-in-market-share-occupancy.html>)

**Economic Times

(http://articles.economicstimes.indiatimes.com/2014-09-11/news/53811441_1_mobile-app-downloads-book-train)

*** Yourstory

(<http://yourstory.com/2014/05/taxi-market-india/> and <http://www.thehindu.com/business/Industry/radio-taxi-industry-in-talks-with-rbi/article6380318.ece>)

**** Valorise Consultants

Research Methodology

The aim of our research was to identify gaps in consumer expectations and the offerings made by various online travel agents (OTA). The research was conducted in two stages:-

Stage 1:

We conducted primary research across 380+ consumers across different cities in India. The survey was conducted between April 2014 and May 2014 via online and offline mode in order to understand the consumer behaviour.

The participants were categorized on the basis of:

a. Demographic Profile

- 1) Age
- 2) Gender
- 3) Occupation
- 4) Education
- 5) Marital Status
- 6) Location

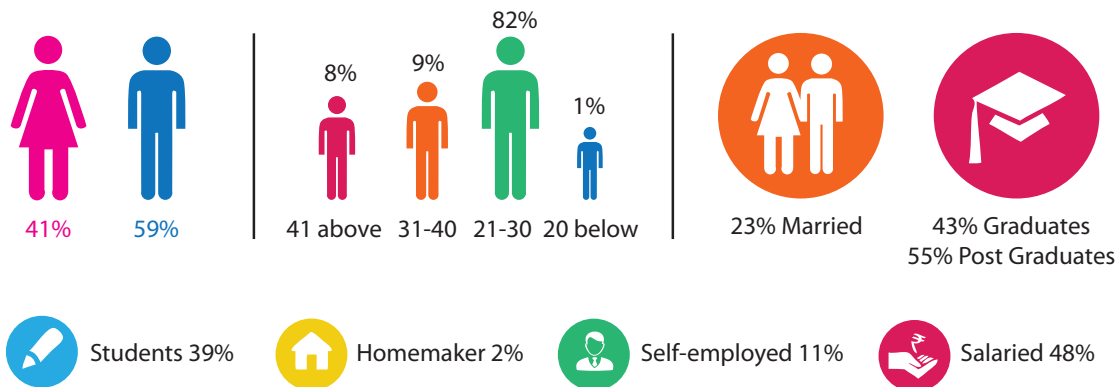
b. Psychographic Profile

- 1) Frequency of trips
- 2) Seasonality of trips
- 3) Travel motive

c. Buying Behavior

- 1) Preferred booking mode
- 2) Preferred travelling mode
- 3) Factors affecting purchase behavior
- 4) Influence of social media, SMS and emails on consumers

Participant Profile



Top 10 cities in terms of number of participants:

1. Delhi
2. Mumbai
3. Gurgaon
4. Ahmedabad
5. Bengaluru
6. Pune
7. Noida
8. Ludhiana
9. Hyderabad
10. Kolkata

Stage 2:

Octane research team did mystery shopping on 30 e-Travel portals to capture the consumer journey that leads to a purchase. Additionally, to get insights the user interface of the top 30 e-travel portals (in terms of highest website traffic) were analyzed to understand the consumer experience.

We captured insights on sign-up process, welcome programs, opt-in process, mobile interface, re-engagement programs and loyalty programs.

We also analyzed email marketing metrics (Q1 2014) for travel and hospitality companies that use Octane's email marketing platform to estimate the effectiveness of their email campaigns by measuring the best hour and best day for running campaigns and forecast industry trends.

Profile of Selected Companies



Cab Service
13 %



Bus Portal
10 %



Train Portal
3 %



Airline
17 %



Travel Aggregator
43 %



Trip Advisor
13 %

The list of e-Travel companies that are tracked in our research:

| | | |
|------------------|-----------------|---------------------|
| Abhibus.com | Goair.in | Mustseeindia.com |
| Airindia.com | Goibibo.com | olacabs.com |
| goindigo.in | Happytrips.com | Redbus.in |
| busindia.com | Hellotravel.com | Spicejet.com |
| Carzonrent.com | irctc.co.in | Taxiforsure.com |
| Cleartrip.com | Musafir.com | ThomasCookindia.com |
| CoxandKings.com | Ixigo.com | Travelguru.com |
| etravelsmart.com | Jetairways.com | Tripadvisor.in |
| Expedia.co.in | Makemytrip.com | Yatra.com |
| Ezeego1.co.in | Merucabs.com | |

Path to Purchase

What consumers in India do online?

According to a Report³ the Top 5 activities that consumers do online include email checking (74%), web browsing (73%), Facebook (70%), using maps/directions (64%) followed by games (60%), travel search (82%) and travel booking (80%).



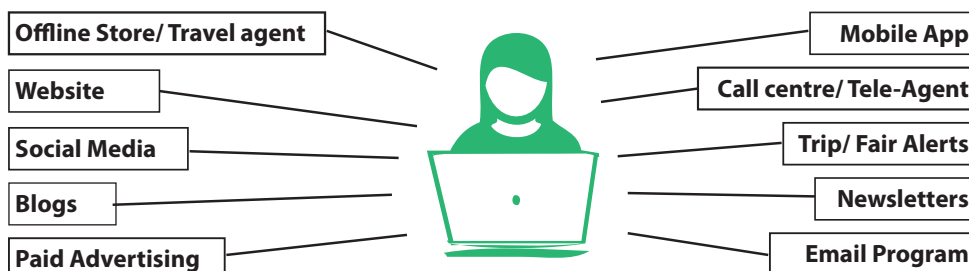
According to our study, consumers who indulge in online travel search are the ones who buy travel online. This indicates that consumers (95%) weigh their options before making an online travel purchase.

Consumer Journey



According to study research 95% of travellers research online before making a purchase. The consumer engages with several brands through various touch points in the online as well as offline mode throughout it's journey.

The major touch points for consumer engagement with e-travel companies are:





Search: e-Travel companies provide travellers with a user-friendly web interface with ease of seamless booking facility, price comparison features, incentives for subscribing, etc. Information about deals, products and services, travel assistance gives the brand a lot of visibility and Customer Awareness. Destination based deals, festival discounts, weekly discounts and group deals lure the non-business travellers while MICE attracts the business travelers.



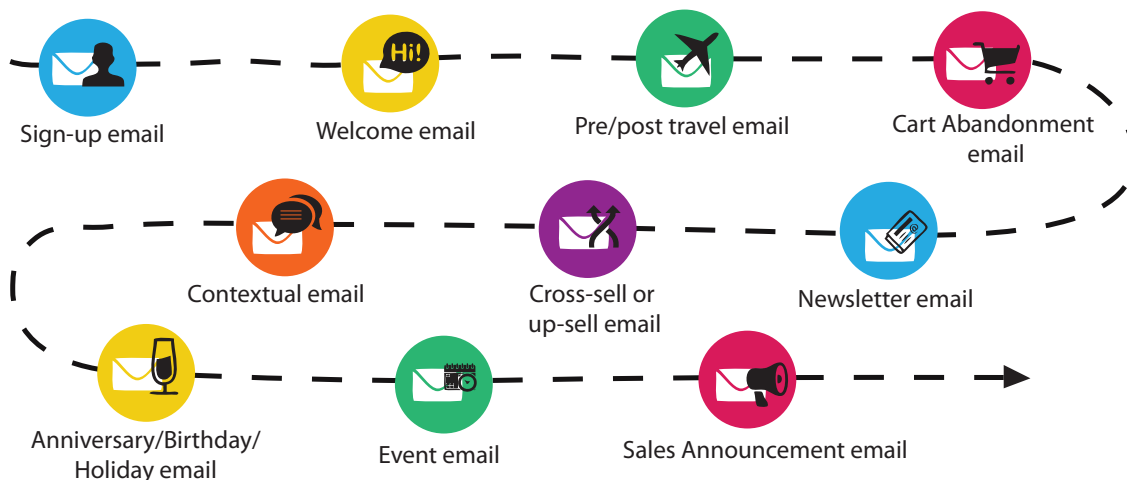
Onboard: 83% of the e-Travel companies which were analyzed use welcome email programs for an on-boarding customer. Relationship marketing over emails, newsletters, SMS/mobile is the primary means for Customer Acquisition. User registration discounts offered by the e-Travel portals also encourage people to make a purchase.



Engagement: Engagement programs like post-purchase messages, gift reminders, miss you mails, promotions and discounts are shared with consumers over e-mail. Cart Abandonment Program also helps acquire new customers and trigger purchases. Personalized deals based on behavioural targeting, purchase history and special occasions are used to reach the right audience at the right time. Loyalty programs, re-order reminders, feedback surveys are used for Customer Retention. Brands are engaging with consumers over social media platforms and are using integrated media campaigns to do so (email, SMS/Mobile, etc).

New Marketers in travel industry use email marketing?

Marketers are using email marketing to reach to the consumer directly with personalized and relevant offers. This direct channel of communication is used to welcome new users, build customer relationships, convert prospects to buyers and engage with the right audience through pre-purchase and post-purchase messages.



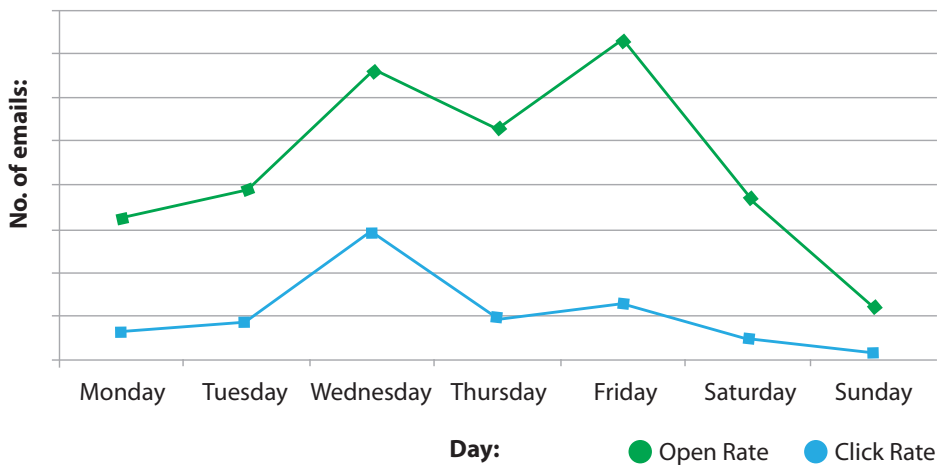
State of Email Marketing in e-Travel Industry

Email Marketing is one of the most effective marketing tools for e-travel email audience will grow from 2.42 billion in 2014 to 2.7 billion by 2017⁴. We analyzed email marketing metrics (Q1 2014) for travel and hospitality companies to measure the impact of their email campaigns. Email marketing campaigns offer measurability from Day 1. ROI can be measured in terms of Email Open Rates and Click Through Rates.

Engagement: Best Day

The travel industry email marketing metrics revealed that emails offer maximum engagement on Wednesdays and Fridays. The traffic drops over the weekend and picks up over the week. The best engagement time to send emails is just before the weekend when majority consumers plan their itineraries.

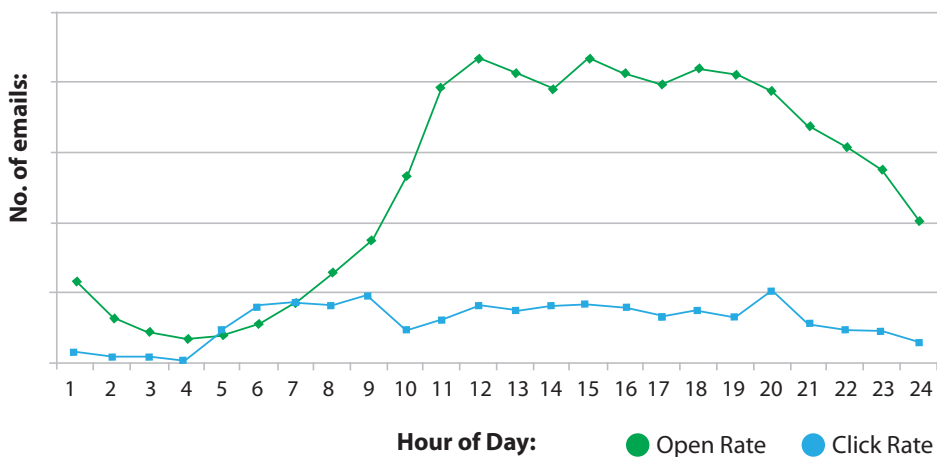
Best Day:



Engagement: Best Hour

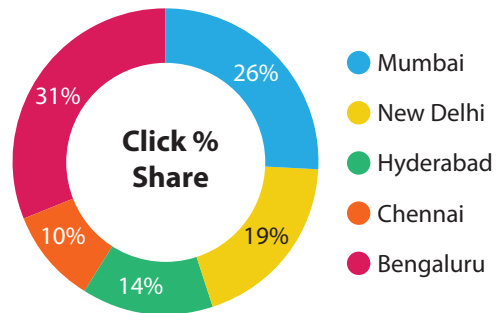
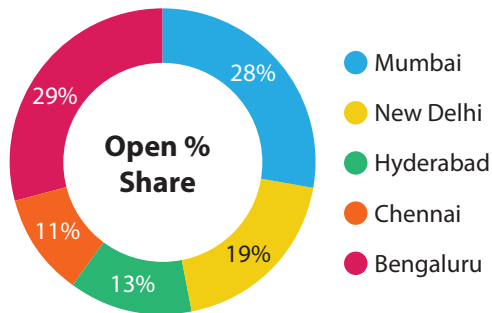
The metrics revealed that emails have maximum opens between 10 am to 6 pm. Maximum Click Through Rate is achieved from 5am - 8am and 6pm - 8pm.

Best Hour:



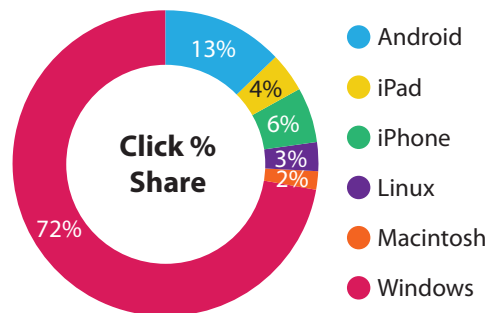
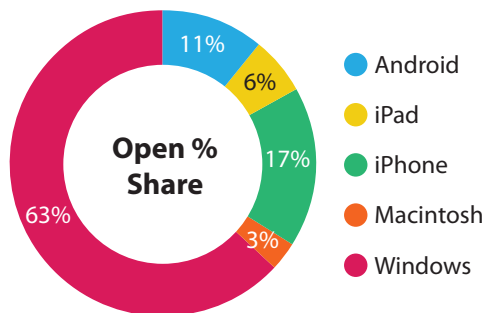
Most Active City:

The volume of email campaigns sent to various cities across the country through our platform was analyzed. The top 5 cities that have highest email activity are: Bengaluru, Mumbai, New Delhi, Chennai and Hyderabad respectively.



Most Active Device:

The volume of email campaigns sent to various devices across different users through our platform was analyzed. The top devices that have highest email activity are: Windows, iPhone, Andriod, iPad, Macintosh and Linux respectively.



Email Marketing Metrics:

Email marketing effectiveness can be measured in terms of Email Open Rate and Email Click Rate.

Open % Share indicates the number of emails viewed/opened.

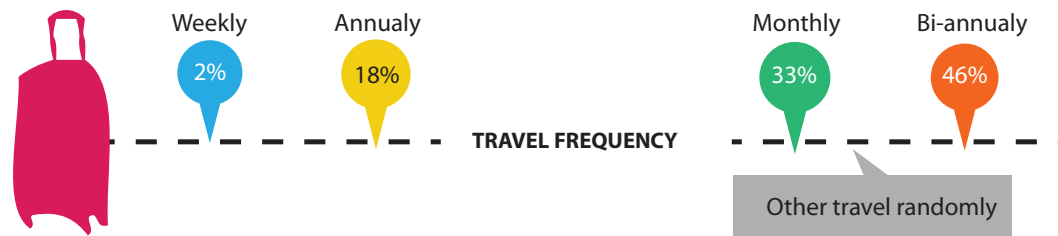
Click % Share indicates the number of emails that were clicked.

Research Findings: Consumer Research

It is important for marketers to understand consumer behaviour, consumer needs and expectations in order to target the right consumers at the right time. Therefore, we reached out to e-Travel consumers and asked them what works for them. 380+ consumers replied across India, giving us an insider's view of the need of an Indian traveller. This research is aimed to give the marketers an insight into the travel behaviour of Indian consumers which will help them to strategize their campaigns.

1. Travel Frequency

Most (46%) of the Indian travellers make travel plans twice a year, followed by the ones who do it monthly (33%) and the ones who do it only once a year (18%). Only 1% of the travellers plan their travel in a random manner as per their convenience.



2. Travel Seasonality

Majority (80%) of the Indian travellers make travel plans according to personal vacations. 30% of Indians make their travel plans on special occasions like birthdays and anniversaries. Festivals are also a preferred time to travel (22%), followed by kids' vacations (6%).



3. Travel Motive

To understand the consumer motivation and behaviour we explored some popular reasons for travel and asked respondents to rate them. According to our research leisure is the main travel motive for majority of the respondents (35%).

The consumers were asked to rate the following as a travel motive:



TOP 3



76% of respondents rated leisure among top 3 travel reasons



64% rated visiting family/friends among top 3 travel reasons



48% rated celebration among top 3 travel reasons

BOTTOM 3



85% of respondents rated pilgrimage among bottom 3 travel reason



63% rated weekend getaways among bottom 3 travel reasons



48% rated business among bottom 3 travel reasons

However, business is among Top 3 Travel Reason for 32% working professionals.

4. Frequency of Online Travel Booking

The research indicated that majority of consumers are comfortable with online bookings, but tour packages and hotels are still booked offline. Consumers book more online travel tickets than online travel packages or online hotel accommodation.

The consumers were asked to rate the following:



Domestic Air Ticket



International Air Ticket



Railway Ticket



Bus Ticket



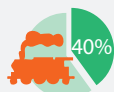
Cab Booking



Hotel Booking



Tour Package



Frequency of online booking for railway tickets (40%) is maximum owing to transparent pricing and presence of one booking portal. It is closely followed by Domestic Air Travel (35%)

TOP 3



83% of respondents rated railways among top 3 choices for online booking



74% rated domestic air tickets among top 3 choices for online booking



50% rated bus ticket among top 3 choices for online booking

BOTTOM 3



85% of respondents rated tour packages among bottom 3 choices for online booking



60% rated international air tickets among bottom 3 choices for online booking



59% rated hotel bookings among bottom 3 choices for online booking

Opportunity: Online tour packages and hotel bookings are emerging as new segments for growth.

5. Factors affecting Purchase Decision

To understand the factors affecting the purchase decision of a consumer, we asked them to rate various purchase factors and found that personal experience affects the purchase decision of a consumer more than experience of others.

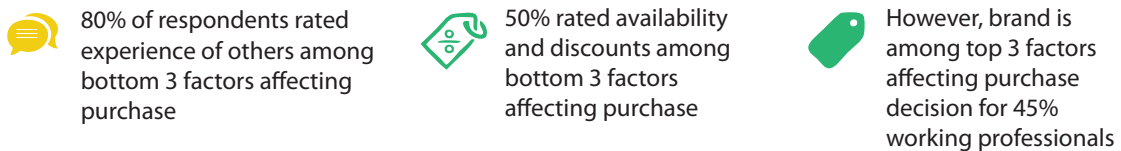
The consumers were asked to rate the following parameters:



TOP 3



BOTTOM 3

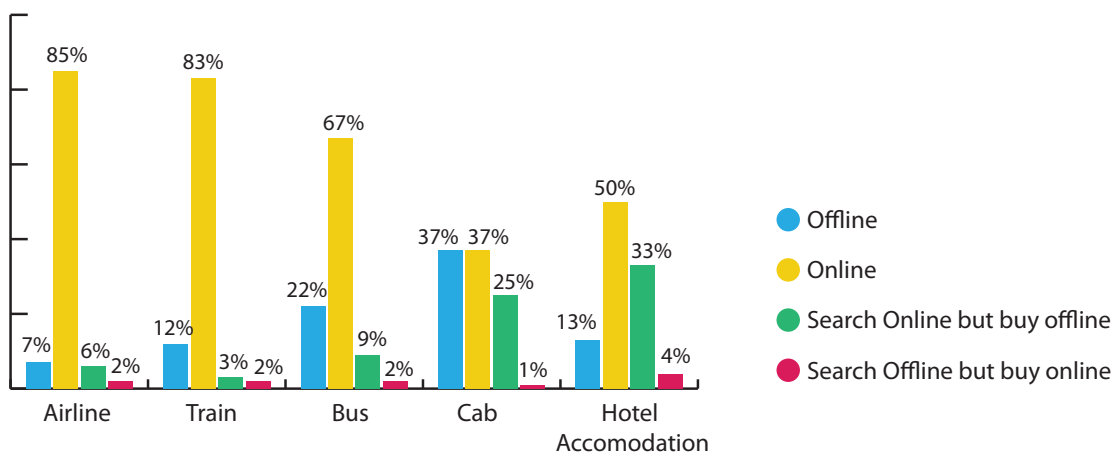


6. Preferred Booking Mode

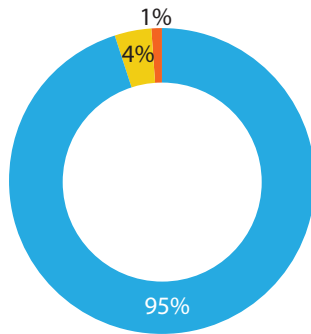
According to our research consumers prefer online purchase over offline purchase when it comes to booking an airline, train, bus and hotel accommodation.

However, the number of consumers who book a cab online is equal to the number of consumers who book cabs offline.

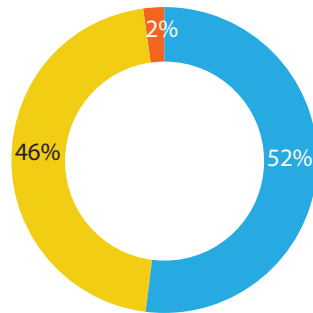
It's staggering to see how a considerable number of people search (cabs and hotel accommodation) online but make their purchases offline.



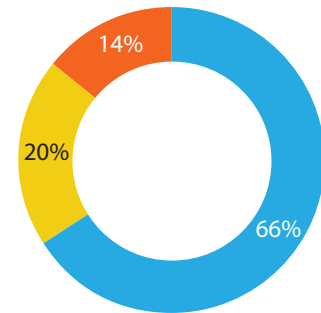
7. Consumer Behaviour Snapshot



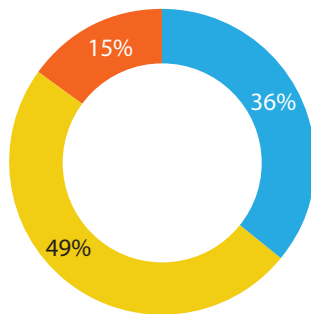
95% consumers search online before making a travel purchase



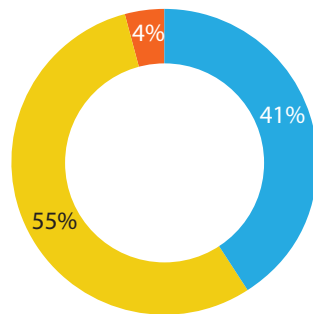
52% consumers use mobile for online travel search/purchase



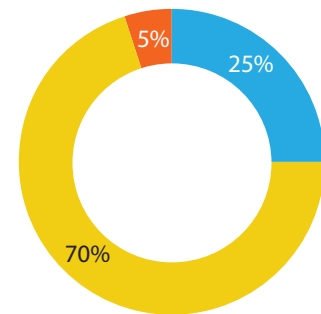
66% consumers trust travel related online reviews/blogs



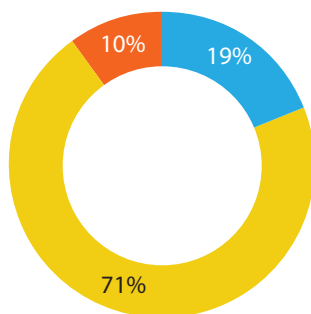
36% consumers make an unplanned trip if offered a discount



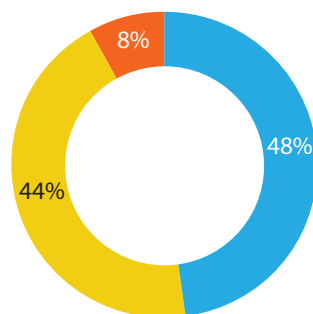
41% consumers make a purchase after receiving a promotional/discount offer over email



25% consumers make a purchase after receiving a promotional/discount offer over SMS



19% consumers buy travel insurance and related products online



Social media affects purchase decision of 48% consumers but personal experience of a consumer affects the decision more than the experience of others

Research Findings:

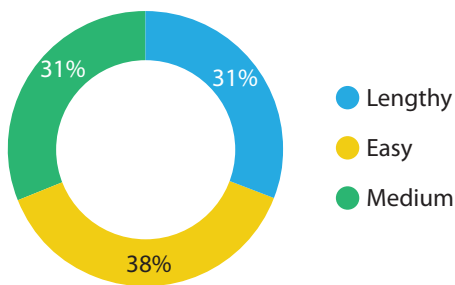
Email Marketing in e-Travel Industry

1. Sign-Up

The first touch point of a consumer with a brand is its website. A sign-up indicates the interest of a potential customer in your product or service. The sign-up links should be easily visible on the website homepage to encourage subscription. Long sign-up processes make customer loose interest and shift to competitors website. For the ease of user access, short sign-up processes with minimum details like an email id should be used preferably.

1.1 Sign-up Process

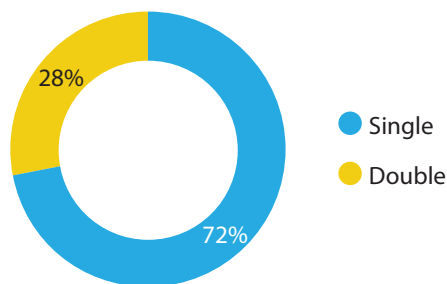
Among the 30 e-Travel portals we analyzed for the research, we found out that 38% have an easy sign-up process (Name, email id), while 31% have a medium sign-up process (Name, email id, phone no and Date of Birth) and 31% companies have a lengthy sign-up (Name, email id, phone no, address and Date of Birth).



1.2 Opt-in Process

Marketers use single opt-in process to build their lists and increase the subscription rate. But to ensure that they reach the right audience, a double opt-in process is encouraged. This helps to verify user information and increase deliverability thus decrease email bounce rate. The users who subscribe using double opt-in are more likely to give you better engagement.

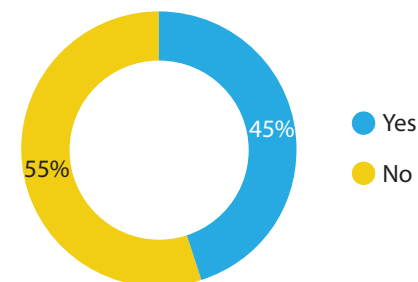
Our research indicates that 28% of marketers have adopted double opt-in whereas 71% of them haven't.



1.3 Sign-up through Facebook

Using Facebook credentials for registration makes it convenient for a customer to login. It also gives the site owner an access to profile data which can be used to create a personalized customer experience based on the user's social behaviour.

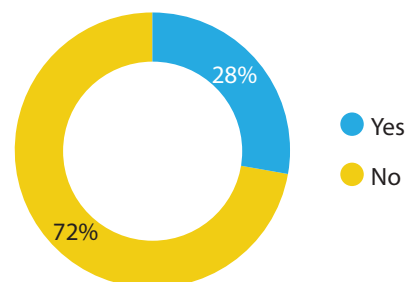
Our research indicates that 45% of e-travel portals allow customers to login through Facebook while 55% do not give this option.



1.4 Permission based Sign-up

Successful email marketing starts with permission. Permission based sign-up includes asking consumers for channel preference (Email/SMS), frequency of emails, permission to share newsletters, promotional offers and discounts. Seeking permission helps marketers understand subscriber preferences and plan their campaigns accordingly.

Our research indicates that 28% of marketers adopt permission based sign-up in their forms while 72% do not adopt this option.



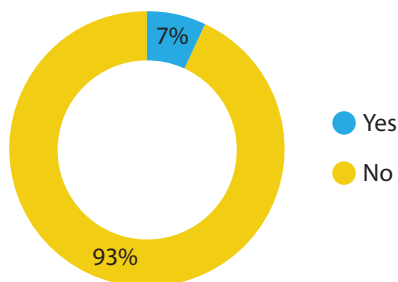
2. Welcome Emails

A Welcome Email is the first direct communication between the brand and the consumer. Hence, it is an important aspect of building customer relationships.

There are a number of different goals that marketers set out to achieve with their Welcome Email. These include thanking or welcoming the user, collecting more personal information and nudging them towards a purchase.

2.1 Do marketers send welcome emails?

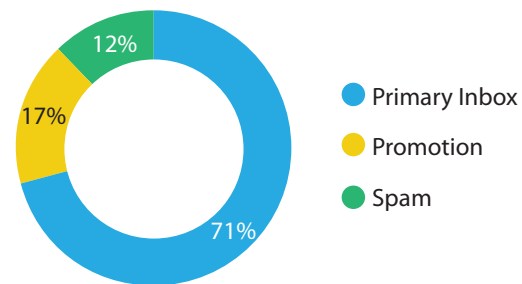
Our research indicates that 7% of e-Travel companies send a series of welcome emails to subscribers. Through these welcome emails, marketers achieve various objectives: thanking or welcoming the user, collecting more personal information, personalizing user experience and nudging consumers towards a purchase. Still 93% of e-Travel companies miss out this opportunity by send only automated/single shot emails. These brands need to make the most of welcome emails by optimizing the content to build customer relationships.



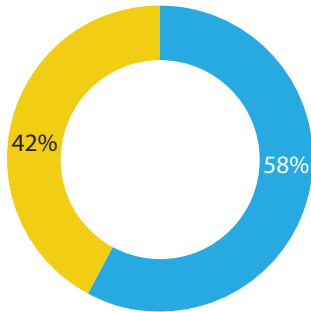
2.2 Where do welcome emails land?

Welcome email can turn a one-way communication into a two way conversation. It is important that it reaches the Primary Inbox of the consumer. E-mails landing in Promotions Tab and Spam reduce campaign effectiveness.

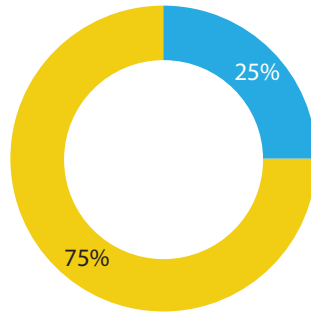
Our research indicates that 71% of welcome emails land in Primary Inbox, while 17% land in Promotions Tab and are likely to be missed. 12% of welcome emails land in Spam which is not advisable.



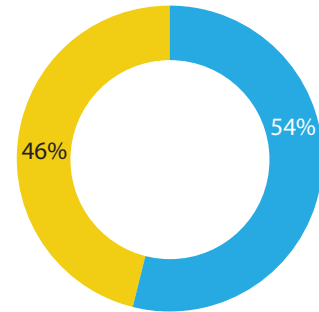
2.3 Objective of Welcome Emails



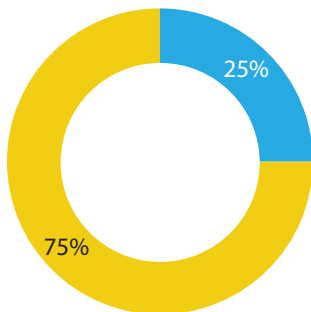
58% Welcome Emails have customer support and feedback link



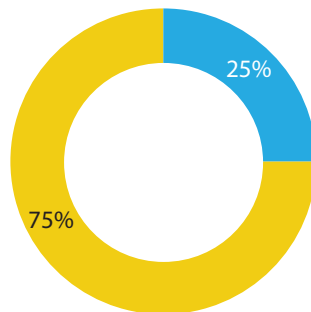
25% Welcome Emails have links to social media platforms



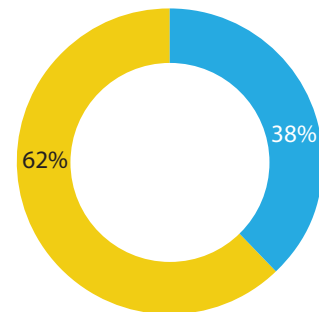
54% Welcome Emails include user guide to member benefits and features. It describes what to expect from the emails



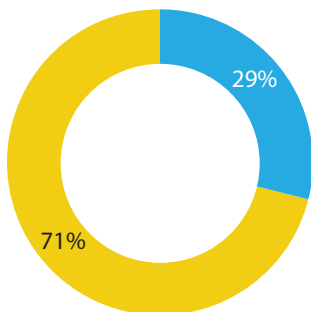
25% Welcome Emails promote the company Mobile App



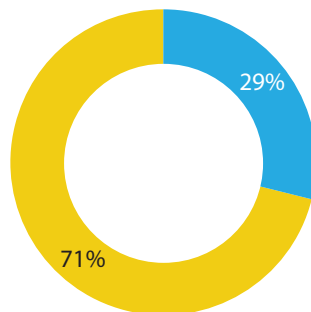
25% Welcome Emails are used for up-sell /cross promotions of related product and features



38% Welcome Emails have a call to action button which prompts new user to make an immediate action



29% Welcome Emails have interactive design with dynamic pictures and hyperlinks to different landing pages



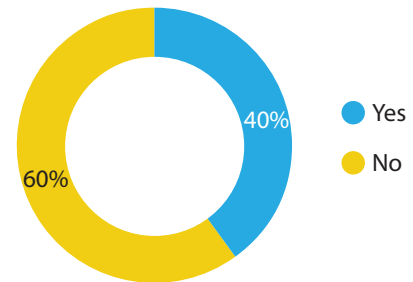
29% Welcome Emails have privacy information including how to white list the sender's email address

● Yes
● No

3. Loyalty Program

According to a research by Inc., it costs a business about 5-10 times more to acquire a new customer than it does to sell to an existing one. On an average, current customers spend 67% more than a new one. Loyalty Programs like reward points, exclusive offers and privileges are used by marketers to earn customer loyalty.

According to our research 60% marketers have still not implemented a Loyalty Program whereas 40% marketers have.



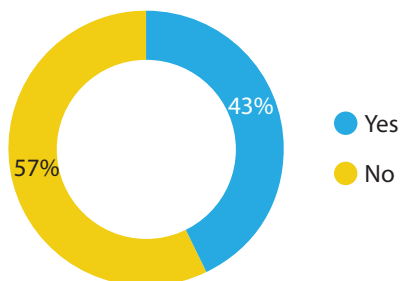
4. Re-engagement Program

Re-engagement Program is a means to make sure that customers stay informed and aware of your brand when making their travel plans. A good re-engagement email program enables companies to create an individual relationship with the customers and automatically send critical follow-ups that offer an extra incentive or purchase reminder. The different types of re-engagement offered are: various discounts on next purchase, reminder mails for inactive users, free discounts, feedback and surveys.

4.2 Personalization of Emails

Targeting customers individually to re-engage them with your site makes them feel special, which is otherwise not possible to achieve with a large customer base. Email personalization makes the message more relevant to consumers and improves Open and Click Through Rate for the campaign.

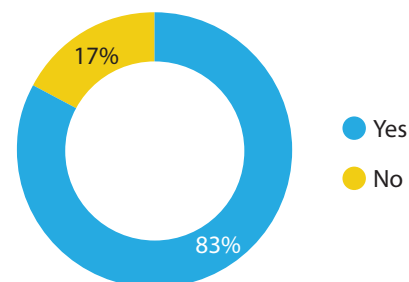
According to our research 43% of travel companies used personalized email to reach to the right audience, while 57% did not use it.



4.3 Mobile Application

Mobile as a channel gives companies the potential to engage with their customers in real-time. Users who access a website through their desktops are more likely to switch to competitor websites than users who use a standalone Mobile App. Hence, most of the travel companies are encouraging users to download their Mobile Applications and convert into loyal users.

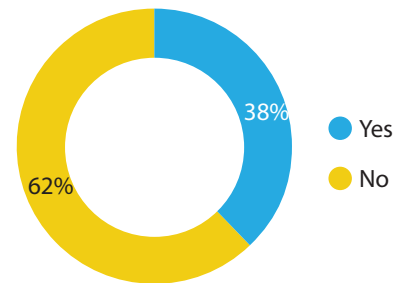
According to our research 83% of travel companies have a Mobile App, while 17% do not.



5. Responsive Design

As majority of customers are using SmartPhones and accessing emails on mobile devices: marketers need to evolve their communication strategies to include a lighter format and a mobile friendly layout. 91.4% of consumers said they use their smartphone to check their personal email.

Responsive Email Design ensures that your email renders perfectly on all operating systems. Still, only 38% marketers use responsive designer mails while 62% do not.

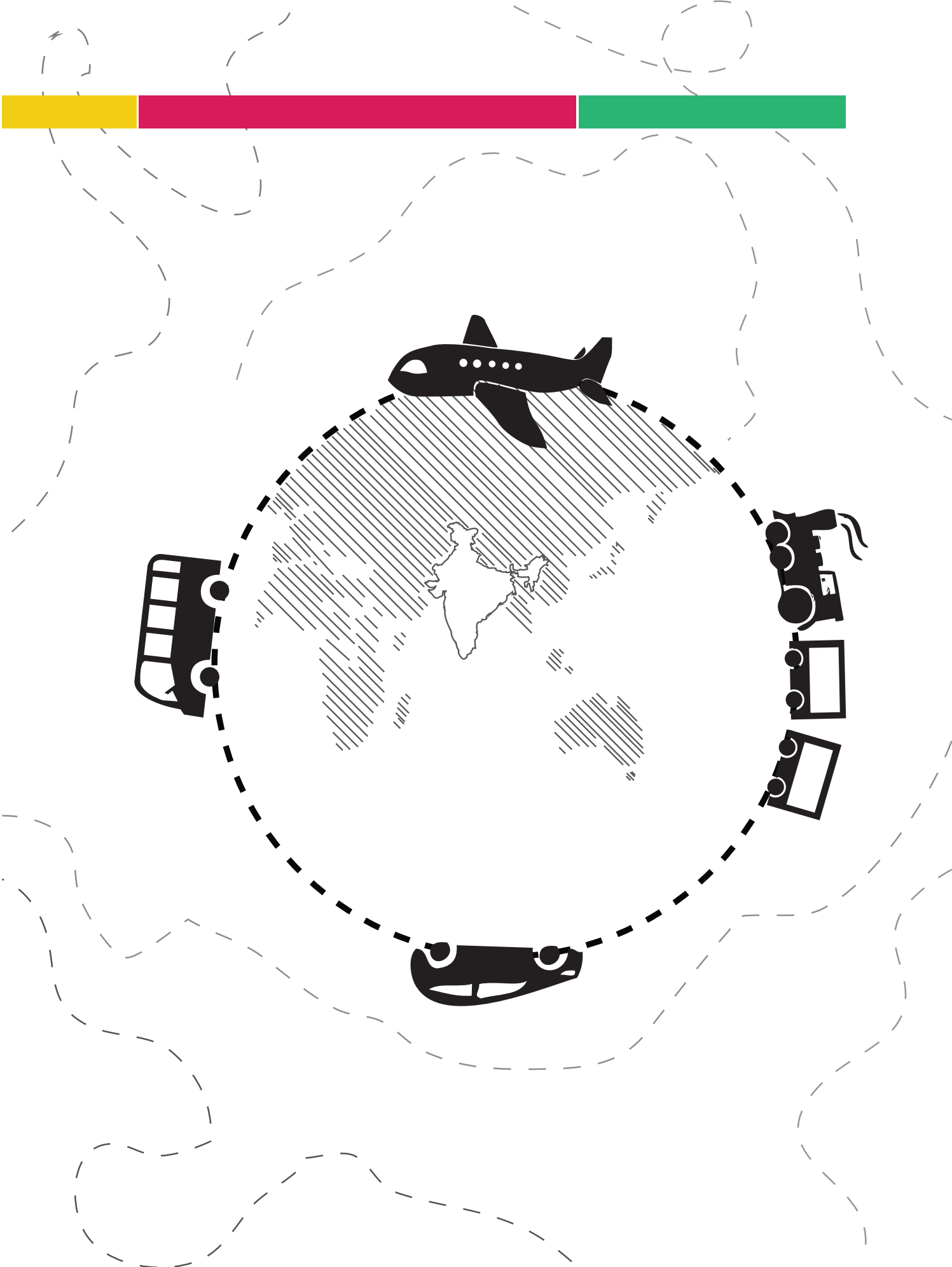


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NOTES



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Octane Research is the research authority in India on how marketers and consumers are engaging through digital channels like Social Media, Email Marketing, Search, Mobile, SMS and the Web. By analyzing data from hundreds of sources and running into billions of touch points every year in India alone, Octane Research provides rich insights and the context for India Marketers towards smart strategic planning, tactical decision-making and business effectiveness for their digital campaigns.

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Octane is India's 1st multi-channel platform for integrated Digital 1:1 marketing campaigns on Email and SMS. Marketers can send integrated multi-channel (Email, SMS and Web) campaigns on a clean spam free marketing platform, built on intelligent software which is available on demand (pay as you go, zero upfront investments, zero lead time to implement) or onsite (deployed behind firewalls). Powerful up-to date software backed by a 24x7 IP reputation management service. 100% Opt-in. 100% Permission Marketing. For more information about our organization please visit www.octane.in.

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