

## CASE STUDY

### TUIfly Takes Off with a Broad Email Marketing Strategy



→ “To broadcast the volume of our newsletters securely, we need a professional partner whose email marketing software can swiftly and accurately produce our weekly broadcasts. eCircle’s technically sophisticated broadcasting solution eC-messenger was definitely the right choice.”

*(Ingo Schölzel, Head of eCommerce at TUIfly)*

 [Email Marketing Software](#)

## OVERVIEW

### CHALLENGE:

- To strengthen and expand email as the main sales tool
- To increase sales on new or less popular destinations
- To pinpoint the broadcast of individual content, creating a synergy between sales and customers

### SOLUTION:

- Permanent control and evaluation of click and conversion rates as well as the development of activities
- Deeper automation of email broadcasts
- Automatic broadcast of dynamic content through eC-messenger, addressing customers in a targeted way

### RESULT:

- Peak value of the conversion rate of the “TUIfly Luftpost” newsletter
- Higher than average newsletter response rates with consistently high opening rates of up to 60%
- Usage of the web check-in service of 12%

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## TUIfly AG

|               |                          |
|---------------|--------------------------|
| Headquarters: | Germany                  |
| Industry:     | Tourism                  |
| Website:      | www.tuifly.com           |
| Products:     | Email Marketing Software |



Airline TUIfly stands for fast, easy bookings so it is not surprising therefore that the internet forms an integral part of the business model and that more than 80% of the TUIfly controlled flights are sold directly online. In addition to traditional advertising measures such as print and radio for selected campaigns, TUIfly is increasing the importance of online marketing, concentrating email. With regards to its hugely popular weekly newsletters, TUIfly prefers an individual, targeted service approach instead of generic content and relies on eCircle's high-performance broadcast software eC-messenger for its email marketing needs.

The airline, whose headquarters are located in Hanover, was established in summer 2007 through the consolidation of Hapag Lloyd Express (HLX) and Hapagfly. TUIfly is part of TUI Travel PLC, London, in which the TUI AG as the world's biggest tourism company has a majority share. With 12.5 m passengers, TUIfly is the third largest German airline. Due to increasing online direct marketing in the tourism industry, TUIfly is successfully investing in the optimisation of its digital direct marketing strategies.

### → The internet is the most important distribution channel today

Changes within the tourism industry resulted in new challenges and demands for innovative marketing mechanisms for TUIfly. According to recent studies, booking flights in particular is seen as the driving force in the online travel sector. In this highly competitive market, contacting customers online plays a central role when it comes to the recruitment of new clients.

### → Sales boosting newsletters achieve excellent results

TUIfly's email marketing strategy is characterised by a clear distinction between sales boosting and service oriented newsletters. With the "TUIfly Luftpost" weekly newsletter, the focus is on increasing the sales of new or poorly booked destinations. With limited special discounts and conditions, the offers within the newsletter encourage immediate bookings. Guaranteed prize draws, discounts for children or price cuts aim to increase TUIfly bookings during these periods. With a consistent weekly broadcasting date, TUIfly is able to establish expectations as well as an ongoing communication with its clients. The limited duration of the offer, alongside appealing additional offers including hotels or hire cars, helps to increase sales and via the newsletter the prospect can reach the relevant section of the website directly.

The complete broadcast and tracking, as well as the evaluation of the success of the German, English and Italian newsletters, is undertaken by eCircle's high-performance email software eC-messenger. For TUIfly, email is the main marketing tool for the sale of single flight tickets and therefore takes centre stage. Ingo Schölzel, Head of eCommerce stresses: "To broadcast the volume of our newsletters securely, we need a professional partner whose email marketing software can swiftly and accurately produce our weekly broadcasts. Continuous evaluation processes to raise click and conversion rates are essential. eCircle's technically sophisticated broadcasting solution eC-messenger was definitely the right choice." The results also show that TUIfly's newsletter, which is regularly sent to more than 1.4m subscribers, always maintains very good open and click rates and it has achieved top performing conversion rates in the flight and travel industry. In addition to the "TUIfly Luftpost" newsletter, a newsletter containing the same content is sent to agencies and is broadcasted simultaneously.

The international market communication is principally sent out in Italian and English and is broadcast to more than 130,000 readers per language.

➔ **Attracting clients through email marketing**

Alongside the sales newsletters, automated service newsletters are broadcast via eC-messenger, e.g. web check-in newsletters. Flight itineraries are transmitted to eCircle's highly developed email marketing software several times a day through an interface, and components including the flight date, flight number and route are personalised within the newsletter. Targeted dynamic content reaches the clients' mailbox early enough before the flight and makes the TUIfly web check-in process even easier.

The weekly broadcast of pre-flight information to early bookers consists of a combination of the sales and the service-oriented newsletter. Similar to the web check-in newsletter, the automated broadcast takes place once data has been inputted into eC-messenger. The content includes a personalised service as well as special offers regarding the booked destination. The service newsletter has two goals. Firstly, to intensify customer relations and increase customer retention and secondly to

fully utilise any further sales potential. Studies prove that through an intelligent integration of cross- and up-selling elements into transaction based news, the annual potential sales volume could be increased by \$500,000 (source: JupiterResearch "Optimising Transactional Email Messages").

TUIfly is now leading the trends for developments which will have a big impact on the industry in the future. It is even one step ahead of the game with flight deals as well as additional products such as hotels, hire cars and offers at the departure and destination airports which are provided with dynamic content. Its clear goal is to provide further products and services to benefit clients who are booking flights thus developing more sales potential and optimising conversion rates. And last but not least, the monthly broadcast of the blue miles newsletter complements TUIfly's digital dialogue marketing portfolio perfectly. >>>

"Both the web check-in and the service newsletter reach opening rates up to 60%."

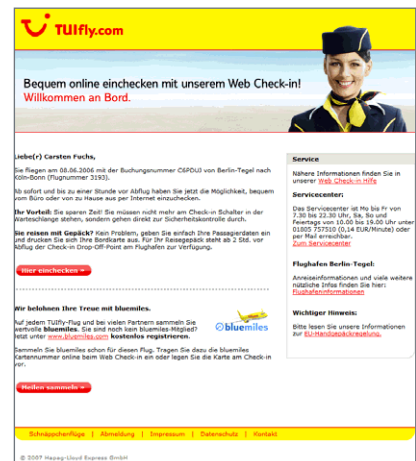
Ingo Schölzel  
Head of eCommerce at TUIfly



Sales boosting content characterises the "Luftpost" newsletter



Temporally limited special prices in the weekly "TUIfly-Luftpost newsletter



The web check-in newsletter broadcasted to clients before departure

➔ TUIfly's newsletter portfolio includes the "TUIfly Luftpost" newsletter which has very good open and click rates. 12% of TUIfly's clients already use web check-in.

TUIfly is delighted with the results of the email marketing campaigns and Ingo Schölzel is particularly pleased: "Both the web check-in and the service newsletters reached opening rates up to 60%. The service newsletter has a CTR of 32%, and the web check-in broadcast even reaches 38%. 12% of our clients already use the web check-in which is excellent and we will develop this further in the future."

### → Conclusion:

TUIfly's extensive newsletter marketing programme clearly shows the versatile nature of email. It proves its worth not only as the most important sales tool, but also as a way to inform, bond with and develop a client.

Thanks to professional email broadcast software, its complex email needs can now be automated. Furthermore, the add-on system of individualised content is essential for a client and enables TUIfly to control email campaigns in an even more targeted fashion. For TUIfly, there is even more potential in this field in the future. To learn more about clients and their interests further, TUIfly plans a more intense combination of web analysis and email marketing. With seamless integration, tracking data of web analysis can be used for further targeting of email campaigns in the future, including the broadcast of individual offers according to the surf behaviour of the user. Through the continuous enrichment of the profile of the clients' data, several interests of the client can be pinpointed and offers, such as business or private travel, can be split. ■



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→ **About eCircle:** eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.