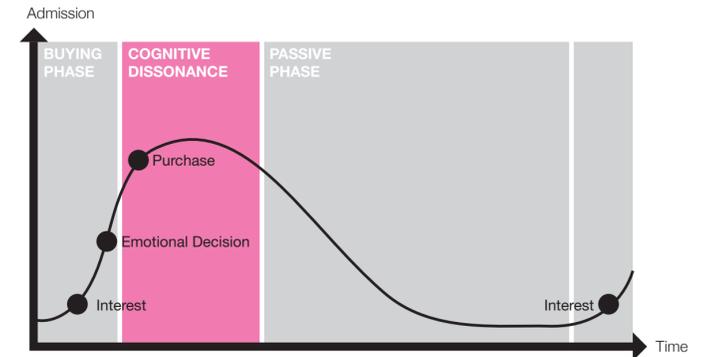


Roaming for those, who want it.

The customer journey for travellers and vacationers.

Only those who want it, get all the information.



1 First impression Compact and widely spread

2 Detailed information Clearly displayed

3 Personal consulting A service hotline helps making decisions



Customer shows interest

Clicked or visit on the website.

Outcome (total)
 Launch (First impression)
 Opening rate: 25,65 %
 Click rate: 15,07 %

Reminder 1 (Detailed information)
 Opening rate: 50,76 %
 Click rate: 42,80 %

Reminder 2 (Consulting)
 Opening rate: 49,65 %
 Click rate: 14,02 %



Customer shows interest

Clicked or visit on the website.

