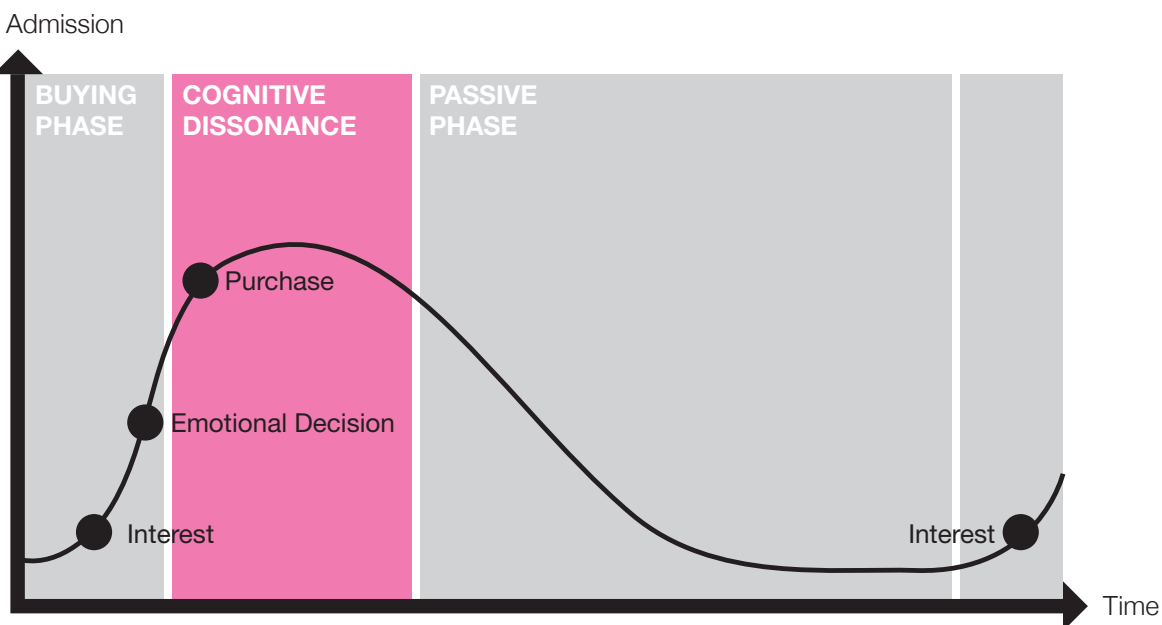


Roaming for those, who want it.

The customer journey for travellers and vacationers.

Only those who want it, get all the information.



1 First impression Compact and widely spread



Video directly in the newsletter

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 %

2 Detailed information Clearly displayed



Customer shows interest

Clicked or visit on the website.

3 Personal consulting A service hotline helps making decisions

