

CASE STUDY: 'THE ASCOTT GROUP E-NEWSLETTER'

CLIENT: ASCOTT INTERNATIONAL

Type of work: **Email Marketing / Lead Generation**

Business objective: **Lead Generation / Customer Communication**

Client location: **Singapore**

Audience: **International**

Language: **English**



The Web Guru Factor

Over a 12-month period, the client saw a 3-fold increase in online bookings and a 40% increase in website traffic.

The Challenge

Ascott International, a chain of luxury serviced residences with properties in Asia, Australasia and the United Kingdom, commissioned Web Guru Asia to produce and distribute a bi-monthly e-newsletter to their database of high net worth frequent business travellers. Their business goal was to promote the various brands under the Ascott umbrella and increase reservations at their properties.

The Solution

Web Guru Asia produced a series of themed e-newsletters, each of which focused on key cities in which Ascott International have properties. These e-newsletters contained original articles, researched and written by Web Guru Asia, covering such topics as food in Indonesia, sports in Australia and New Zealand, shopping in London and the literary history of Vietnam. They also featured offers and promotions, with links to the online booking section of Ascott International's corporate website.

The e-newsletters were broadcast using an HTML-based email. This email contained a summary of newsletter contents and links to the full newsletter online.

After each newsletter was sent out, Web Guru Asia analysed open and click-through rates, page impressions and unsubscribe rates. We produced detailed reports with recommendations for future issues. These reports stretched across multiple e-newsletters and market segments. We also made specific recommendations for content and promotions based on the behaviour of e-newsletter recipients.

In parallel with this, Web Guru Asia also formulated strategies to enhance the usability and user experience of Ascott International's corporate website.

The Results

After a 12-month period, results of these activities included a 40% increase in website traffic, a 72% growth in the online membership database and a more than 3-fold increase in the volume of online booking requests.