

MAILER:

Americas Best Value Inn

OBJECTIVE:

Americas Best Value Inn faced the challenge of increasing brand awareness, positioning the brand as the leader in value travel lodging, and increasing bookings of visitors who are new to the brand.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of active travelers ages 35-64 with a mid income range who are seeking hotel offers. The offer was designed to introduce travelers to the brand, highlight the special value included such as late check-out, free Internet and continental breakfast. The offer was also designed to promote a 15% savings with each new reservation during the promotional period of the email campaign. eTargetMedia strategically selected the active travel lists of Frequent Consumer Travelers, Family Travelers, and Avid Weekend Get-Away Travelers to reach a prime audience ready to make their next hotel reservation while seeking a brand that offers the most value in their selection of accommodations.

OUTCOME:

The email campaign resulted in a significant increase in traffic to the client site as well as site engagement and overall increased brand awareness, leading to an increase in new bookings for an overall excellent campaign performance.



Hometown Comfort and Great Value!

Free Instant Rewards
Save 15%
 Room Upgrade, Late Check-Out & More with the Value Club
 Plus, Free Internet & Continental Breakfast
 at most of our 1,000 Inns, Hotels & Suites in North America



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