

MAILER:

Choice Hotels

OBJECTIVE:

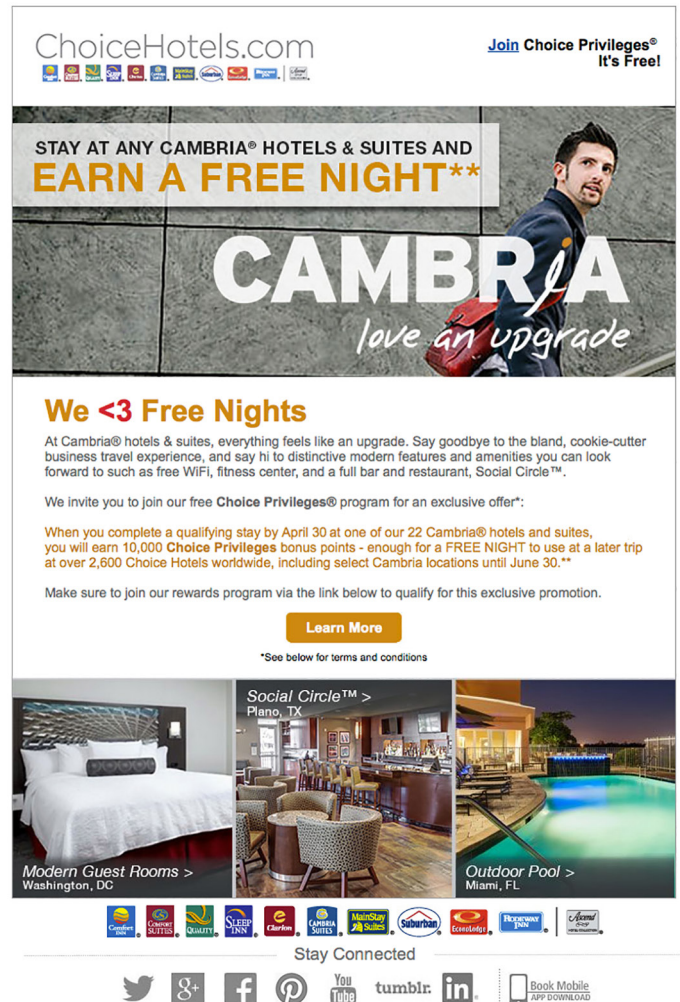
Choice Hotels faced the challenge of increasing brand recognition, positioning the hotels as the leading choice among business travelers, and subsequently increasing bookings while generating new loyalty club members.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of business travelers ages 26-65 with a mid-upper household income in specified feeder markets to regional hotel locations. The offer was designed to highlight Cambria Hotels and Suites, foster a brand essence of an upgrade experience with every stay, invite business travelers to join the Choice Privileges loyalty program and earn an opportunity for a free night as part of the registration process. eTargetMedia strategically selected the high performance list of Frequent Business Travelers to reach a targeted audience of regular business stay travelers that fit the audience profile to educate them on the brand and present the benefits of the specialty loyalty program to attract and retain new customers.

OUTCOME:

The email campaign resulted in significantly above industry average open and click-through rates, while building brand awareness, positioning the brand as the leading business travel choice, and ultimately increasing registration to the loyalty program while subsequently increasing bookings as a direct result of the eTargetMedia campaign.



ChoiceHotels.com Join Choice Privileges®
It's Free!

STAY AT ANY CAMBRIA® HOTELS & SUITES AND
EARN A FREE NIGHT**

CAMBRIA
love an upgrade

We <3 Free Nights

At Cambria® hotels & suites, everything feels like an upgrade. Say goodbye to the bland, cookie-cutter business travel experience, and say hi to distinctive modern features and amenities you can look forward to such as free WiFi, fitness center, and a full bar and restaurant, Social Circle™.


We invite you to join our free Choice Privileges® program for an exclusive offer*:

When you complete a qualifying stay by April 30 at one of our 22 Cambria® hotels and suites, you will earn 10,000 Choice Privileges bonus points - enough for a FREE NIGHT to use at a later trip at over 2,600 Choice Hotels worldwide, including select Cambria locations until June 30.**


Make sure to join our rewards program via the link below to qualify for this exclusive promotion.

[Learn More](#)


*See below for terms and conditions



Modern Guest Rooms >
Washington, DC





Social Circle™ >
Plano, TX



Outdoor Pool >
Miami, FL

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