



fresh relevance

Browse and Cart Abandonment has achieved an astonishing 957% Return on Investment for cottages4you

CASE STUDY

Client
cottages4you

Website
cottages4you.co.uk

Profile
The largest holiday cottage letting agency in the UK, offering over 15,000 privately-owned properties.

cottages4you
By Wyndham Vacation Rentals

Background

From its head-office in Earby, Lancashire, cottages4you offers over 15,000 privately-owned properties located throughout the UK, Ireland, France and Italy. It is the largest holiday cottage letting agency in the UK.

The holiday letting business is a hugely competitive market and when it comes to booking a vacation people typically shop around a lot before making their final decision. The key to success is making it easy for a visitor to find the properties that are right for them on the website and ensuring the booking process is quick and simple. However, equally important is the ability to engage with visitors who have visited and since left the site, reminding them of the properties they viewed and encouraging them to return and make a booking.

Solution

In December 2013, Fresh Relevance and cottages4you worked together to introduce a **browse and cart abandonment** strategy which went live in early January 2014. Cart abandonment is a challenge that faces every organization selling online, but it is dependent on visitors placing items in their basket. Crucially, it does not take in to account the often larger number who simply browse and leave.

When someone who has registered their details with cottages4you in the past visits the site, but does not make a booking, the company is able to ensure that they receive an email within one hour of leaving the

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cottages4you
By Wyndham Vacation Rentals
the **biggest choice** of cottages from coast to country

Thank you for your interest...

You recently visited our website and selected a holiday cottage, but did not get chance to complete your booking.

Here are the details of the cottage you were looking at:

Lauriston House (HMJ)

	<p>Arrival date: 21/11/2014</p> <p>Duration: 7 nights</p> <p>Adults: 4</p> <p>Grade: 5</p> <p>Sleeps: 4</p> <p>Area: Dartmouth</p> <p>Today's Price: £422.00</p>
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[COMPLETE MY BOOKING](#)

If you have since made a booking, your confirmation will be with you very soon. If not, simply click "**complete my booking**" above to check current availability and to continue arranging your holiday cottage.

Alternatively, call on **0845 268 9727** to speak to an advisor or email us by [clicking here](#)

Book today click on: www.cottages4you.co.uk

site, whether they have been browsing or if they added to their shopping cart but did not check out.

Marketing Director at cottages4you, Nick Smith explains: "The Fresh Relevance system automatically populates and sends an email that includes photos, text and links regarding each of the properties that they have been viewing."



“We had achieved a 957% Return on Investment. Or, to put it another way, every £1 invested with Fresh Relevance has returned £9.57.”

- Nick Smith, Marketing Director

“The experience of working with the Fresh Relevance team has been really good and we are very pleased with the service, regular reports and constructive feedback that they provide,” adds Smith. “It is testament to the work put in at the start of the project that our browse and cart abandonment strategy runs itself.”

Results

Cottages4you sends an average of 3,500 emails per month with its busiest times being around the key holiday periods; March (for Easter) and July/August (for summer). Working with Fresh Relevance for its browse and cart abandonment has delivered many benefits for the company and its customers, as Smith explains: “A holiday is a considered purchase, so often a customer will want to discuss the properties with friends and family before confirming a booking. So, receiving a timely email letting them know it is still available is really useful, as they can simply click on the link and it takes them directly to the relevant page, without having to complete the search all over again.”

Since cottages4you implemented its browse and cart abandonment strategy the company has achieved an astonishing 957% Return on Investment. “For every £1 invested with Fresh Relevance it has returned £9.57,” concludes Smith.



Fresh Relevance provides real-time personalization and automation across email and web that optimizes revenue for eCommerce companies. We track all behavior in real-time and use this to personalize the shoppers journey on all channels and devices.

The range of content tools in Fresh Relevance is unrivalled and includes product recommendation, live email content, social proof, and social content. It's like having multiple tools in one, saving you time and money.

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