

# Cottages.com uses Countdown Timer and Social Proof SmartBlocks to improve engagement and drive sales

CASE STUDY

**Client**  
Cottages.com

**Profile**  
With over 21,000 hand-picked holiday cottages, Cottages.com is the UK specialist in holiday lettings.

**Website**  
cottages.com

 cottages.com

## Background

Cottages.com is the UK's largest cottage aggregator website with the biggest selection of properties across the UK, France, Ireland and Italy.

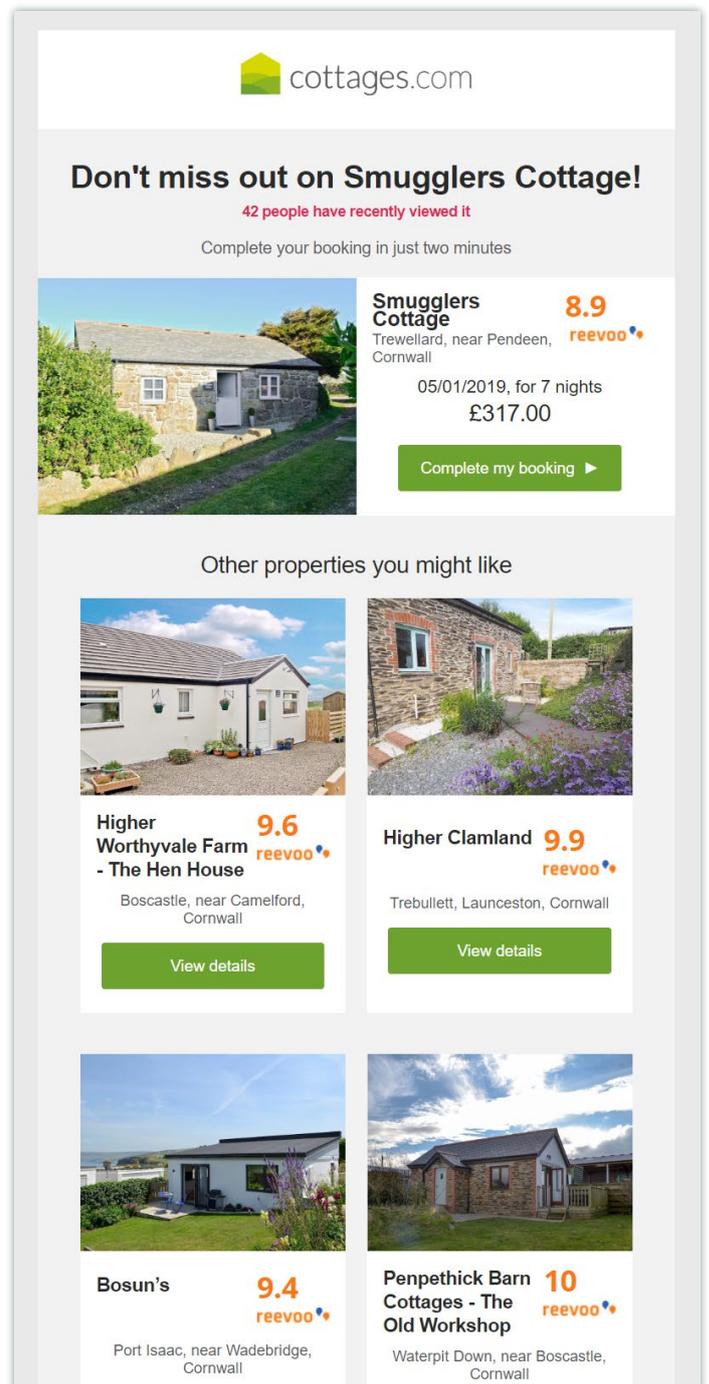
## Solution

Fresh Relevance and Cottages.com worked together to introduce a **browse and cart abandonment strategy**. When someone who has registered their details with Cottages.com in the past visits the site but does not make a booking, the company is able to ensure that they receive an email in their inbox within one hour of leaving the site.

Working with Fresh Relevance has delivered many benefits for the company and its customers as Nick Smith, Marketing Director at Cottages.com, explains: "Receiving a timely email letting them know it is still available is really useful, as they can simply click on the link without having to complete the search all over again."

The programme has been hugely successful. "We have achieved a 957% Return on Investment. Or, to put it another way every £1 invested with Fresh Relevance has returned £9.57," Smith says.

Cottages.com are also taking advantage of Fresh Relevance's innovative range of new dynamic, real-time SmartBlocks to improve visitor engagement and drive online sales.



The screenshot shows an email notification from cottages.com. At the top, it says "Don't miss out on Smugglers Cottage!" with a red badge indicating "42 people have recently viewed it". Below this, it says "Complete your booking in just two minutes". The main content features a large image of "Smugglers Cottage" in Trewellard, near Pendeen, Cornwall, with a rating of 8.9 from reevoo. The booking details are "05/01/2019, for 7 nights" for "£317.00". A green button says "Complete my booking". Below this, there's a section "Other properties you might like" with four smaller property cards:

- Higher Worthyvale Farm - The Hen House**: Rating 9.6, location Boscastle, near Camelford, Cornwall. Button: "View details".
- Higher Clamland**: Rating 9.9, location Trebulet, Launceston, Cornwall. Button: "View details".
- Bosun's**: Rating 9.4, location Port Isaac, near Wadebridge, Cornwall.
- Penpethick Barn Cottages - The Old Workshop**: Rating 10, location Waterpit Down, near Boscastle, Cornwall.

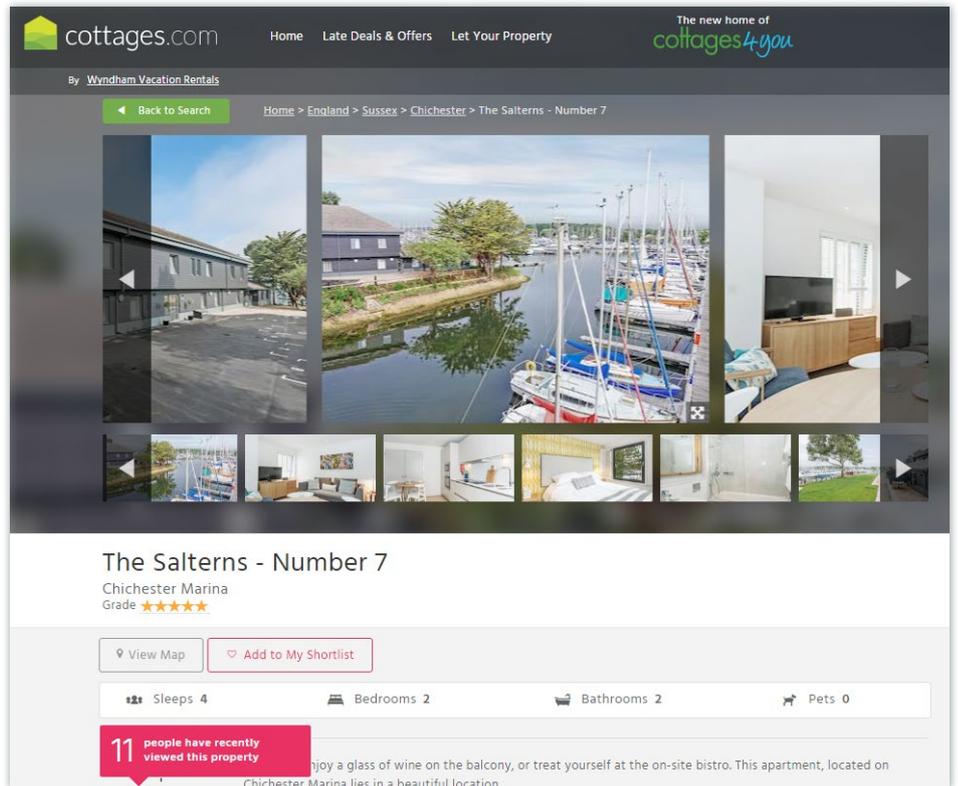


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- Nick Smith, Marketing Director

The countdown timer shows visitors how long they have until the end of a sales promotion, and was recently used on the home page to offer a £50 discount for people who booked a cottage for the school half-term holiday. Meanwhile, the social proof feature is providing visitors with the latest information, regarding how many people have recently viewed and booked a property.

Smith comments: “With Fresh Relevance SmartBlocks we have placed control of marketing in to the hands of the marketing team. Now, what once took days can be done instantaneously.”



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Fresh Relevance is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.

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