freshrelevance

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

CASE STUDY

Client
Cottages.com

Website
cottages.com

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

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.

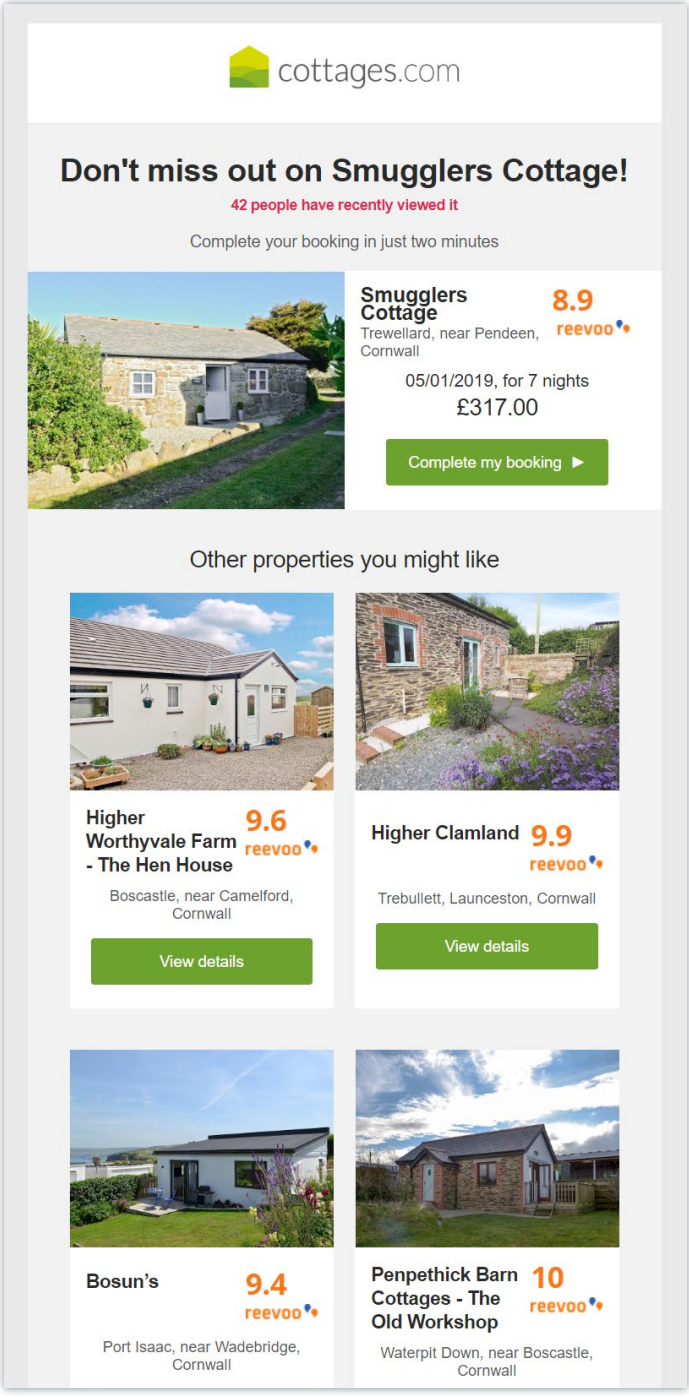
Solution

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.

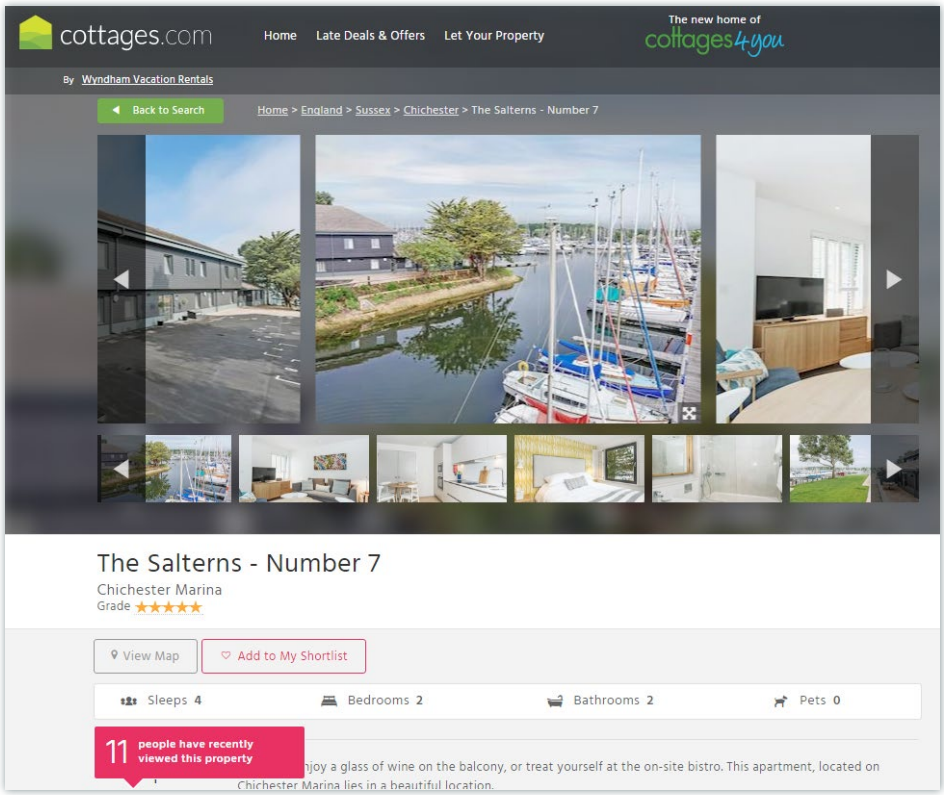


"With Fresh Relevance SmartBlocks we have placed control of marketing messages in to the hands of the marketing team. Now, what once took days can now be done instantaneously."

- 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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