

Hoseasons transforms **Lookers** into **Bookers** with Fresh Relevance's range of SmartBlocks

CASE STUDY

Client
Hoseasons

Website
hoseasons.co.uk

Profile
Leading UK holiday company, offering over 30,000 luxurious lodges with hot tubs, cottages, holiday parks and boating getaways.



Background

With over 1.5 million people enjoying a Hoseasons holiday every year, it is no surprise that the company enjoys high levels of brand awareness. Hoseasons was established in 1944 and today offers over 30,000 luxurious lodges with hot tubs, cottages, holiday parks and boating getaways.

Around 70% of Hoseasons bookings now take place online and its loyal family customer base has expanded to include more couples and groups. With online sales so important to the business, Fresh Relevance was approached to help turn more lookers into bookers. Head of Marketing at Hoseasons, Jonathan Hudson explains: "Hoseasons works extremely hard to generate customer demand and Fresh Relevance helps us to successfully harvest the demand we create."

Solution

Fresh Relevance already had a proven track record working with the cottages.com brand since 2013 and achieving a reported 957% return-on-investment. One of many innovations Fresh Relevance worked on with Hoseasons was to automatically pull 'live' **customer-generated content** from the Hoseasons Instagram page into its marketing emails using the Fresh Relevance Instagram SmartBlock.

Another new addition has been the introduction of its **Countdown Timers** in emails and on the website, used to drive increased responses from marketing promotions. "Our experience using the Instagram SmartBlock and Countdown Timers is that they are fantastic ways to create social proof, build a sense of urgency, encourage click-through rates and conversions" adds Hudson.



Discover the best lodge or log cabin hot tub hideaways, as voted by the people who would return there again and again

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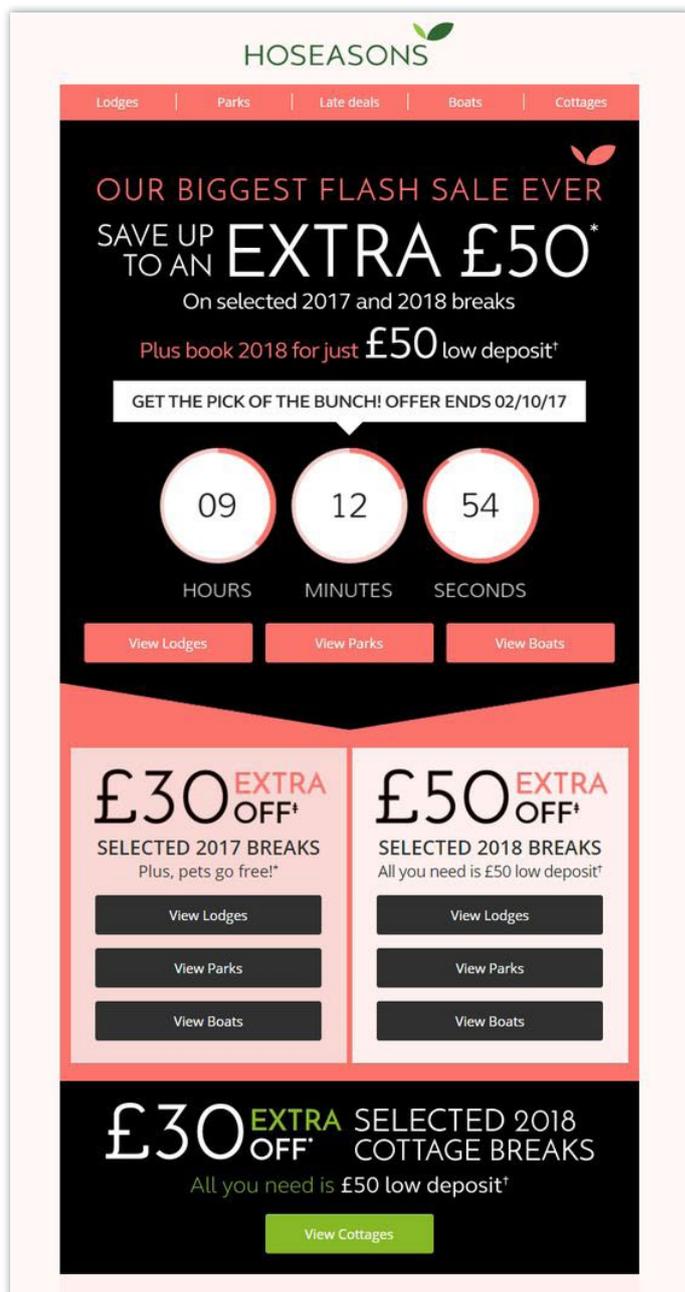
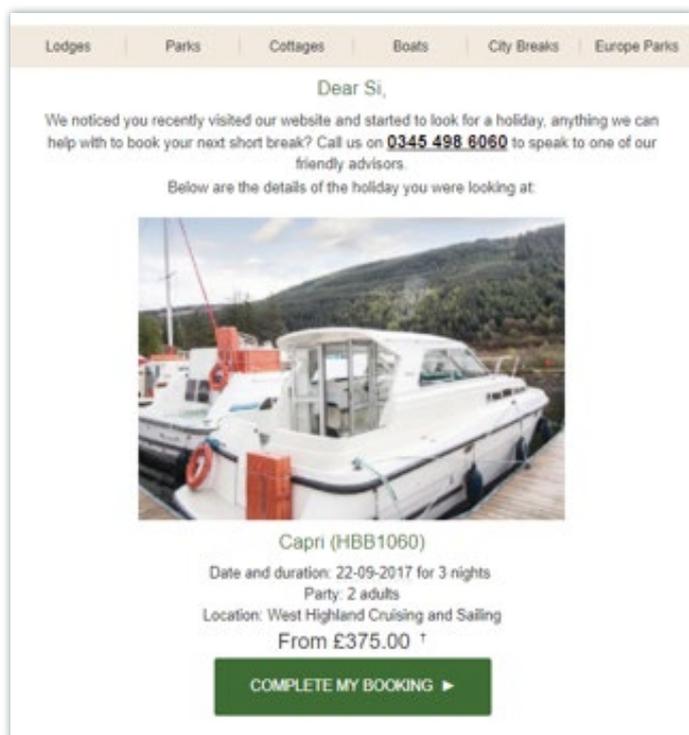
“Our experience using the Instagram SmartBlock and Countdown Timers is that they are fantastic ways to create social proof, build a sense of urgency, encourage click-through rates and conversions.”

- Jonathan Hudson, Head of Marketing

Fresh Relevance also powers Hoseasons **Cart and Browse Abandonment** email programme. Today, if a visitor searches the website for a holiday and specifies dates, or a certain type of holiday and does not make a booking, information relevant to their preferences automatically populates a personalized abandonment email which is sent shortly after them leaving the site.

Results

Hudson concludes: “We have seen revenues from browse abandonment emails reaching 50% of our cart abandonment activity, which is extremely impressive.”



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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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