



**CASE STUDIES:**

**EMAIL FOR CUSTOMER ACQUISITION,  
CUSTOMER RETENTION AND COST SAVINGS**



webSaver page sample

**SERVICES USED:**

- ThinData EMS
- Strategy
- Creative
- Managed Deployment
- ISP Relations

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**BACKGROUND**

Air Canada wanted to re-design webSaver® – a weekly electronic newsletter with three years of success – to achieve two key business goals: increase customer retention and increase customer activity. The re-design was also meant to “bring a key brand message to life”. To achieve these goals, Air Canada took a bold three-pronged approach:

- Target product offerings based on each subscriber.
- Provide each subscriber with the control to define key elements of their user experience.
- Maintain an ongoing dialogue with the target audience to learn and adapt to their evolving preferences

**Increased open rates by 32%**

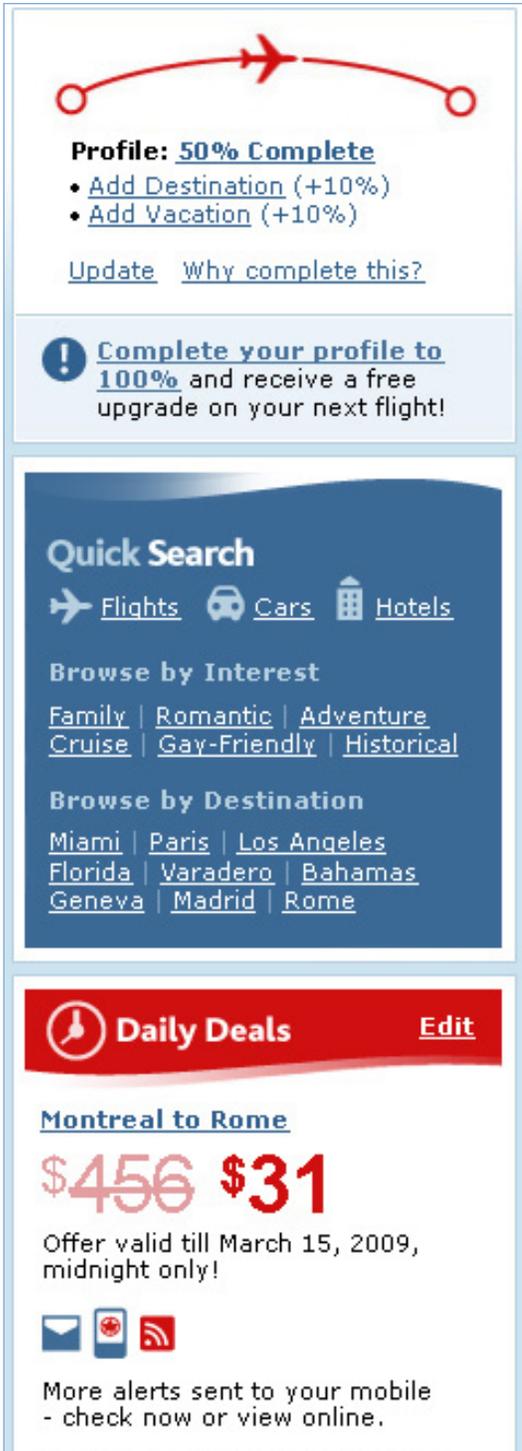
**Increased click-through by 58%**

**20% activity on printable Temporary Air Canada Card**

**SOLUTION**

Working closely with Air Canada, ThinData developed a series of highly intuitive “customer choice tools” embedded into the webSaver® email newsletter. These tools also served as a bridge to a web-based preference centre that provided subscribers the capacity to continuously refine the type of information they received.

At the same time, Air Canada invested in sophisticated segmentation and a robust database that continually collects and analyzes preferences and behaviour patterns. As a result, Air Canada re-configures email, generating dynamic content that is relevant and timely for each subscriber.



The screenshot shows a multi-section email widget. At the top, a red arrow graphic points to a 'Profile: 50% Complete' section. This section lists two items to be added: 'Add Destination (+10%)' and 'Add Vacation (+10%)', with links to 'Update' and 'Why complete this?'. Below this is a call-to-action: 'Complete your profile to 100% and receive a free upgrade on your next flight!'. The middle section is a dark blue 'Quick Search' area with icons for 'Flights', 'Cars', and 'Hotels'. It also features 'Browse by Interest' (Family, Romantic, Adventure, Cruise, Gay-Friendly, Historical) and 'Browse by Destination' (Miami, Paris, Los Angeles, Florida, Varadero, Bahamas, Geneva, Madrid, Rome). The bottom section is a red 'Daily Deals' banner with an 'Edit' link. It features a deal for 'Montreal to Rome' with a price change from \$456 to \$31, valid until March 15, 2009. It includes social media icons for email, Air Canada, and RSS, and a note about mobile alerts.

webSaver widgets

## RESULTS

**Increased Retention.** Shortly after the new email was distributed, the number of unsubscribes dropped by more than 60%. That was three times the original goal for reducing unsubscribes.

**Increased Client Activity.** Corresponding with the new design, total clickthroughs during a targeted time period achieved 21% - which was over double the original target.

**Lived the Brand.** "Giving our clients control over their flying experience, one of our core brand messages, was hardwired into the newly designed webSaver®. That's why we are so excited that it has made a significant contribution to our marketing efforts," says Air Canada's Manager, Marketing Communications – *North America, Mark Sniderman.*

## LESSONS

The initial and on-going success of Air Canada's webSaver® email provides valuable lessons that extend well beyond the airline industry. For example:

- Have customers contribute to shaping their online experience and business results will increase dramatically; and
- Using email tools to personalize messages – e.g. dynamic content – gives customers the opportunity to shape their online experiences in ways that are meaningful to them.



**webSaver has been awarded the prestigious brandX award... [read more](#)**

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