



**CASE STUDIES:  
EMAIL FOR CUSTOMER ACQUISITION,  
CUSTOMER RETENTION AND COST SAVINGS**



webSaver page sample

**SERVICES USED:**

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

**CONTACT:** John Doe

**Email:** xxxxxxxx@thindata.com

**Phone:** 416.361.3522 xXXX

**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%**

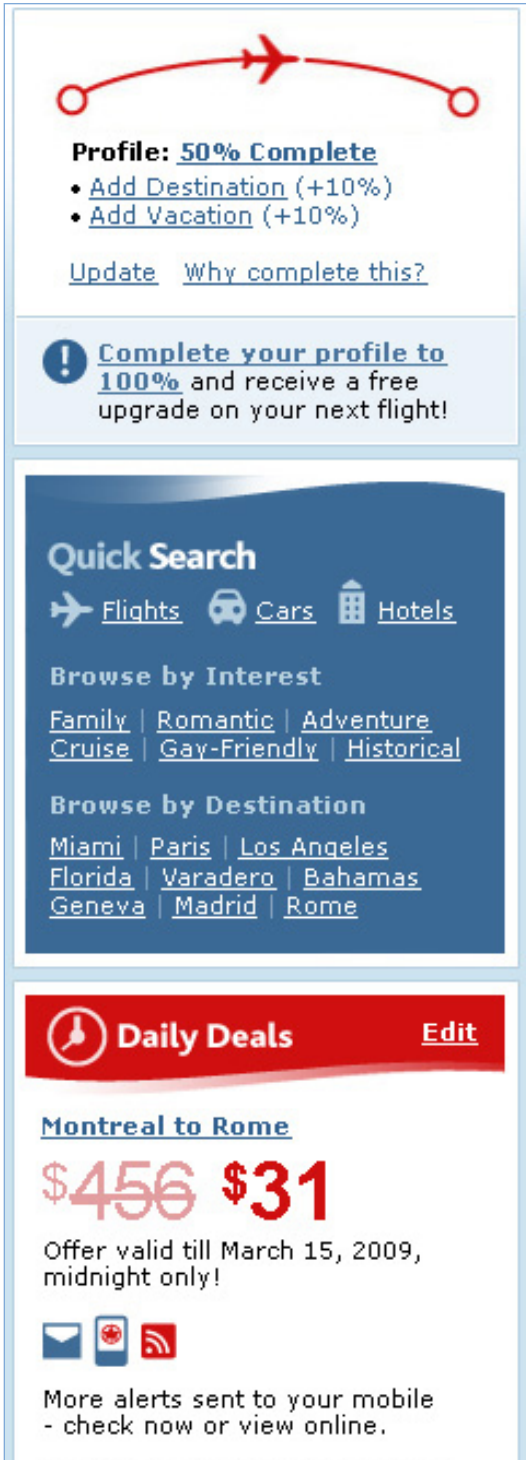
**Increased click-through by 58%**

**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 completion status: "Profile: 50% Complete". Below this, two items are listed: "Add Destination (+10%)" and "Add Vacation (+10%)". There are links for "Update" and "Why complete this?". A blue callout box contains an exclamation mark icon and the text: "Complete your profile to 100% and receive a free upgrade on your next flight!". The middle section has a dark blue background with "Quick Search" and icons for "Flights", "Cars", and "Hotels". Below that, "Browse by Interest" lists categories like "Family", "Romantic", "Adventure", "Cruise", "Gay-Friendly", and "Historical". "Browse by Destination" lists "Miami", "Paris", "Los Angeles", "Florida", "Varadero", "Bahamas", "Geneva", "Madrid", and "Rome". The bottom section has a red header for "Daily Deals" with an "Edit" link. A featured deal is for "Montreal to Rome" with a price drop from \$456 to \$31, valid until March 15, 2009. It includes social media icons 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.

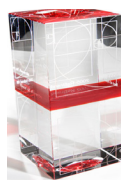
**Increased Client Activity.** Corresponding with the new design, total clickthroughs during a targeted time period achieved 21% - which was over double the original target.

**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](#)*

- Explore more industry-leading [case studies](#) and see what ThinData can do for you.