



“Video content has helped increase our email marketing click-through rates by 2.57x since we started creating affordable, engaging video content.”



Peter Harris, Digital Manager at Key Travel

2.57x

Email marketing CTR

Challenge

Key Travel was looking to get started in video marketing in order to explain their services to new customers in a simple and visual way. They needed a solution that was fast and easy to use.

Solution

Key Travel uses Wideo to create video that informs and improves the customer experience during the onboarding process, as well as to use in their website and other online channels.

Results

Key Travel has greatly improved their overall email click-through rates and click-to-open rates. “Since we started using Wideo as part of our onboarding program, our typical **CTRs are up by 61%, while our CTORs are up by 46%,”** says Peter Harris, Digital Manager of Key Travel.

Company

Key Travel is a full service Travel Management Company (TMC) who specialize in providing travel solutions to organizations within the humanitarian, faith and academic sectors.

<http://keytravel.com/>

Category

Travel Agency

Headquarters

UK & USA

Wideos

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