

How Delta Lifted Click-Through Rates by 132%

with Intelligent Content

Delta Air Lines is a major American airline, with its headquarters and largest hub at Hartsfield-Jackson Atlanta International Airport in Atlanta, Georgia. Delta serves more than 180 million customers annually, with service to 323 destinations in 57 countries on six continents.

CHALLENGE

Delta wanted to engage their SkyMiles Medallion® members with a year-in-review email that showcased their travel activity throughout 2016. But complex business logic and a myriad of personalized content - including multiple tiers and countless combinations of miles, rewards earned and more - stood in the way of a smooth campaign deployment.

Thanks to Movable Ink, we created an engaging campaign that celebrated our members' travel accomplishments.

SOLUTION

Using Movable Ink's intelligent content platform, Delta was able to build a custom campaign that updated logic rules on the fly. This allowed the team to automatically pull each customer's behavioral data from the SkyMiles Medallion® program directly into the email. Every email was hyper-personalized, down to the smallest details. For example, customers could see if they sat in an aisle seat 26 times or took advantage of a VIP entrance 19 times.

RESULTS

Delta's complex year-in-review campaign had a streamlined, easy workflow thanks to Movable Ink's technology and support from the email experts on the Movable Ink CX team. The campaign was shared across social platforms by customers who were eager to show off their personalized emails. It even crushed a few of Delta's benchmark goals, with a 51% lift in open rates and a 132% lift in click-throughs.

51%
Lift in open
rates

132%
Lift in CTR

Easy email
workflow

The response on social with customers eager to share their personalized stories was incredible.

EMAIL SAMPLE

