

# ZETA BOOSTS TRAVEL & TOURISM NEWSLETTER SUBSCRIBERS WITH **RECORD-BREAKING RESULTS**

**In Just One Week in 2016, Subscribers Surpassed Numbers Achieved in All of 2015, with Zeta's Sense & Serve Program.**

This west coast Travel & Tourism non-profit organization's mission is to develop and maintain marketing programs - in partnerships with the state's travel industry - that keep the state top-of-mind as a premier travel destination. Its travel and tourism efforts support jobs for over one million state residents generating nearly **\$10 billion** in state and local tax revenues.

## SITUATION

- + Lengthy development time
- + Lacked flexibility to easily test communication to achieve the greatest impact

## SOLUTION

- + Convert travel and tourism web site visitors to newsletter subscribers
- + Capture client prospect zip codes for future marketing campaign opportunities

## SUCCESS

- + In a three-week timespan, the travel organization was able to achieve the following results:

 **1,912**  
New Subscribers

 **1.21**  
Conversion Rate

# METHODOLOGY

The travel organization has been working with Zeta for over eight years to maximize its email marketing efforts. In 2016, the company was interested in expanding the reach of its email newsletter and turned to Zeta to drive its email strategy. Zeta recommended its Sense & Serve product that identifies the correct timing and messaging to implement for maximum results based on historical online visitor behavior. Zeta found through its analysis that consumers visited the site from various online locations and often entered through more than just the home page. In addition, Zeta recommended adding a sign-up lightbox that would not be affected by ad blockers and testing two different creatives to garner the best results.

Partnering with Zeta, the travel and tourism non-profit was able to streamline the implementation process as the solutions recommended were quickly and easily developed by Zeta's account team, eliminating the need to coordinate with multiple agencies. In April 2016, the organization launched Sense & Serve on its web site and invited new and infrequent visitors to register for a weekly newsletter. Zeta's Sense & Serve marketing program enabled the online registration form to appear on the site within 10 seconds of visiting, regardless of the page opened. The program was created to appear only once every two weeks so

**The simple design was the clear winner, with more than double the results of the graphical image.**

In just one week, the number of new subscribers captured surpassed the 2015 newsletter subscription numbers gained in one year. Based on the success in the U.S. the program was launched worldwide in the United Kingdom, Canada and Australia.

that infrequent visitors would have the opportunity to register if they passed the first time, but didn't show so frequently that it distracted from the great web site content. The two versions of the online registration form were designed to capture visitor information quickly, requesting an email address and zip code information. One version was a simple, sleek design and the other included a graphic. Both compiled the same information. Email addresses were entered into the database to receive the newsletter while zip codes were captured to target visitors for future emails with targeted campaigns designed for their specific region, based on distance to the state.

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Call 781-863-8117 to learn more, or visit us at [zetaglobal.com](http://zetaglobal.com).

