



Case Study

One of the UK's leading escorted holiday companies

Titan are one of the UK's leading escorted holiday companies (and have been for the past 40 years). Their award-winning collection of holidays covers all seven continents, with carefully planned itineraries ranging from rail journeys and river cruises, to small-group adventures and trips exclusively for solo travellers.



Challenge

Titan pride themselves on offering their customers unbeatable value and quality on their holidays. They have always had a strong customer base when it comes to repeat customers, however, they wanted a renewed focus on acquisition. Titan contacted REaD Group to explore targeting customers through multichannel campaigns using email and direct mail.



Solution

REaD Group took Titan's data file and ran detailed profiles to understand the different demographics it contained, including behavioural traits and personas. By understanding their target market we were able to match using REaD Group data and develop a campaign to identify target lookalike customers.



Outcomes

Titan were able to generate an substantial amount of revenue and an impressive ROI from the campaign driven by the lookalike prospects provided by REaD Group.

“ As an Award-Winning holiday company, we are always looking for new customers and REaD Group have supported us with this by providing profiled leads. REaD find look-a-like prospects based on our customer demographic and we've had overwhelming success, which is why this continues to form part of our on-going strategy. The Data is continually improved by overlaying any prospects that book with us to ensure that the output is even more targeted each time. ”

Tom Adams, Senior Marketing Executive - Customer Acquisition.

Want to know more?
CONTACT US TODAY

readgroup.co.uk/contactus
enquiries@readgroup.co.uk
020 7089 6400

@REaD_Group REaD Group Ltd

