



Thai Airways International

Automated anniversary campaign tallies 61% open rate and leads to 1.5 million Facebook impressions

The Company

Founded in 1960, Thai Airways International celebrated its 50th anniversary in 2010. From its home base in Bangkok, THAI flies to more than 70 destinations worldwide, including 13 major cities in Europe and the United Kingdom, more than 40 cities in Asia and 11 domestic destinations in Thailand—ultimately reaching across 36 countries on five continents.

The Challenge

THAI was looking for an email marketing platform that would enable it to better communicate with its Australian leisure and business travelers. Operating 46 weekly nonstop flights between Bangkok and Australia, THAI has a continuously growing database of more than 100,000 Australian travelers. To fully realize the business potential of its Australian customer base, THAI needed an email solution that would help it deliver timely, relevant, multichannel marketing campaigns that would engage and expand its existing customer base.

“Working in such a dynamic, fast-paced sector such as travel with drastic changes in customer behavior and communication, it’s essential for us to have the right tools in place to engage with our customers,” said Korakot Chatasingha, THAI’s General Manager for Australia. “With new routes and opportunities opening all the time and an ever-expanding Australian customer base, we need to be communicating clearly across multiple channels.”

The Solution

THAI selected Silverpop Engage for its ability to support communications across multiple channels, including email, surveys, landing pages and SMS. Upon implementing Silverpop Engage, THAI turned its focus to cleansing its data so it could begin sending more relevant emails to subscribers based on their preferences. With that goal in mind, THAI employed Silverpop’s ANZ to assist in the creation of a 50th Anniversary campaign designed to update current contact details and collect email preference and demographic information from THAI’s existing Australian database.

Business Challenges

- Improve quality of database information on existing Australian contacts
- Develop more timely and relevant email messages to increase revenue and engagement

Benefits

- 61% open rate from anniversary campaign emails
- 1 in 5 contacts updating their existing information
- 1.5 million Facebook impressions from social-sharing links

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THAI Airways International

THAI created a multifaceted campaign using Silverpop emails and landing pages and its Share-to-Social feature. It sent an email offering contacts in its existing database a chance to win a free trip for two to a select European city. Via the email, THAI led its contacts to a prepopulated Web form, created using Silverpop Landing Pages, and used the free trip promotion to entice them to update their information and provide additional demographic and email preference details.

THAI, with the help of Silverpop ANZ used the details from the 50th Anniversary campaign to develop a specialized template for ongoing, highly segmented messages promoting current specials and new travel destinations and routes. For example, THAI sends customers “fare special” emails promoting offers that are running within the travel time frame customers indicated on the 50th anniversary campaign Web form.

To further boost opens and click-throughs, THAI employs Silverpop’s Send Time Optimization for its ongoing emails. This feature uses past data to send emails to recipients when they are most likely to be in their inbox and engage with an email—all on an individual contact basis.

The Benefits

The THAI 50th anniversary program proved that an engaging and enticing email will drive results. With an open rate of 61 percent, the initial email resulted in 1 in 5 contacts updating their information, providing more details about themselves and their preferences. The social-sharing links within the email drove more than 1.5 million Facebook impressions, leading to thousands of new contacts signing up for THAI’s email program.

Working off a strong database loaded with detailed information on customer preferences and demographics, THAI’s current emails are more targeted and relevant than ever and have an average open rate of 40 percent, a sizeable increase over the Australian industry standard of 16 percent to 24 percent.

Silverpop, an IBM Company, is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions. IBM Marketing Cloud — built on the foundation of Silverpop Engage — uses customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time. IBM Marketing Cloud powers the delivery of exceptional experiences for customers across the buyer journey.

To find out more please contact us at 1-866-745-8767 or +44 20 7202 5930 and visit silverpop.com.