Avis Budget Group increases email subscribers with discount offer incentive

AVIS Budget

In the car hire market, Avis Budget Group positions each of their brands differently to meet a range of needs. Avis focuses on premium car hire and Budget helps people who need value car hire for leisure purposes.

EXECUTIVE SUMMARY

For Avis Budget Group, customer loyalty is a priority because the hire car market is tough. Across Europe, the Group uses email marketing to stay in touch. They offer Avis Preferred as a priority member service and encourage repeat business, but see campaign results dip once customers have been in the database too long. To grow their audience, Avis Budget Group planned two exclusive offers for their websites, capturing data from new subscribers. With help from Uniqodo, they built two incentive offers for customers to sign up for a discount. Each 'Welcome' email serves a unique, single-use voucher code, ensuring the offers remained exclusive to people visiting the website.

By working with Uniqodo, Avis has been able to:

- Launch incentive offers up to 10% discount for Avis UK and up to 25% for Budget subscribers
- manage and fulfil Facebook campaigns to grow the number of email marketing subscribers
- protect revenues and prevent overuse of the offer by using unique codes
- save time on reporting campaign results by country

Sabrina Head, CRM and Loyalty Manager, Avis Budget Group, EMEA.

"I started the conversation with Uniqodo to find out how they could help us address our challenge to grow our subscribers. Uniqodo made the set up sound so incredibly simple, it seemed too good to be true. Yet it really has been easy and we were ready to launch the Budget campaign in UK, France, Spain and Italy after the Easter holiday period."

CHALLENGE – CREATING A SECURE, EXCLUSIVE OFFER TO ATTRACT NEW SUBSCRIBERS

CRM and Loyalty Manager for EMEA, Sabrina Head, uses email marketing to promote offers and benefits to their Avis, Avis Preferred loyalty programme and Budget subscriber bases. As with most email marketing databases, she finds data stagnates over time and campaign results dip as people begin to unsubscribe. To grow the database, Sabrina was seeking new ways to attract email subscribers, either with a member-get-member or exclusive discount offer.

"As a business, we felt the best way to capture data would be offering an incentive for people to sign up when they needed to hire a car. It made sense to give a discount for a service they wanted to use, rather than encourage subscribers with an unrelated prize or gift. However, it was imperative for the business to guarantee the offer would only be available to genuine new subscribers, to prevent overuse of the discount by a wider audience."

SOLUTION – DESIGNING AN IMAGERY-LED SOCIAL MEDIA CAMPAIGN UNDERPINNED BY SECURE DISCOUNT CODES

Sabrina first met Uniqodo through their affiliate marketing team, who quickly demonstrated how the system would enable the website to create and process unique, single-use voucher codes. Uniqodo added and configured tags to the Avis and Budget websites, enabling them to seamlessly generate and verify the codes, without making any changes to their existing e-commerce platform. To prepare the customer interfaces, the marketing team developed a series of data capture pages with their email agency. Customers who signed up received their unique discount code in the welcome email.

To reach a wider audience with their subscriber offer, Budget ran an imagery-led #Travelhack social media campaign covering tourist locations and tips for travellers – which linked to the sign-up page. At the bottom of every website page, they promote up to 10% discount on Avis and up to 25% on Budget car hire to provide wider exposure of the offer encourage more customers to sign up.

IMPACT – EMAIL SUBSCRIBERS INCREASED BY UP TO 24% IN EUROPEAN COUNTRIES

As per the Group's initial requirement, there has been zero abuse of the discount offers because the codes are secure and unique. If a customer were to attempt to sign up again, each unique discount code is linked to the email address – so they would get another welcome email with an identical code – which can only be used once.

Budget's Facebook campaign achieved successful and comparable results for each country after 2 months. With the UK already holding the largest mailable database, the Group saw the proportion of mailable contacts increase by:

- UK <1% growth - a positive impact compared with organic results
- France – 12% growth
- Italy – 20% growth
- Spain – 24% growth

Data is available immediately for reporting purposes. Sabrina can provide updates on the results for any country to share the results with other departments. Revenue management is a core focus for the group, which previously has restricted the team's ability to offer discounts. Uniqodo makes it possible to secure exclusive offers, which is helping Sabrina mitigate that risk and build confidence internally to agree more competitive offers. Due to impressive results, they are exploring how the functionality can help more with affiliate marketing and seasonal promotions.

"Uniqodo is a tight team, yet are always available for you. It's an issue for lots of businesses, to protect revenue from discounting. This is a great way to achieve this and they do all the work for you – setting up the codes and the content on your website. Then they are happy to get involved in understanding your objectives and help with wider conversations in the business. For example, we are in the process of migrating our CRM platforms and Uniqodo has been wholly supportive to help me brief our IT team. They provided a simple step-by-step description of how Uniqodo logic works, so I could share it with the people developing requirements for our new cloud-based CRM system."