BOOSTING HOTEL BOOKINGS

Unlocking the potential of abandoned cart recovery email campaigns

Explore the strategic use of personalization, timely, and data-driven recovery campaigns as a transformative tool for hotel owners and managers to optimize revenue and enhance the guest experience before they even arrive.

Unlocking the Potential of Abandoned Cart Recovery Email Campaigns

More than ever, the hotel industry faces unique challenges and opportunities in converting interest into confirmed bookings. An underutilized yet potent strategy is employing abandoned cart recovery email campaigns, not only as an e-commerce tool but also to significantly boost hotel bookings by re-engaging potential guests who expressed interest but didn't complete their reservation. In this exploration, we delve into how these campaigns can be a game-changer for hotel owners and managers seeking to optimize revenue and enhance the guest experience from the first click.

Understanding the why behind the abandoned reservation

Peeling back the layers to understand why a potential guest clicks away from a reservation can create opportunities for more effective engagement. The reasons are as varied as the guests themselves, from the all-too-common price hesitation to the need for validation from travel companions. In some cases, the distraction of a buzzing smartphone or an urgent email pulls them away, leaving their booking unfinished. Understanding these reasons isn't merely an academic exercise; it's a strategic move to pinpoint and remove the barriers between interest and action.

For instance, knowing that a significant number of guests abandon their carts due to price concerns can inspire targeted email content that highlights value over cost, such as exclusive offers or bundled amenities that aren't available elsewhere. If the data shows a trend of guests pausing to consult with others before booking, this could be an opportunity to craft emails that are easily shareable, containing alluring visuals and compelling reasons why your hotel is the optimal choice for their group.

Each abandoned reservation holds a story—a narrative of hesitation, need, or distraction. By carefully listening to these stories through the data they leave behind, your marketing teams can transform their recovery emails into persuasive narratives that address specific concerns and desires. This nuanced approach not only demonstrates an understanding

69.82%

of online shopping carts are abandoned according to findings from Baymard Institute.

BIG COMMERCE

of the potential guest's journey but also reaffirms the hotel's commitment to providing a tailored, memorable experience from the very first interaction.

Your first line of defense: Prevention

The first line of defense against abandoned carts and lost revenue lies in *prevention* rather than recovery. Understanding why potential guests abandon their booking process is crucial to fortifying this defense. Common reasons for abandonment include unexpected costs during checkout, complicated or lengthy booking forms, concerns about security, or simply being distracted by other priorities. By addressing these pain points upfront, you can significantly reduce the likelihood of cart abandonment and increase conversion rates.

A frictionless checkout process serves as a cornerstone in preventing cart abandonment. This entails streamlining the booking experience to be intuitive, seamless, and hassle-free. A frictionless checkout process includes features such as clear pricing displayed upfront, minimal form fields, guest account creation options, multiple payment methods, and reassurances about security and privacy. By eliminating unnecessary steps and reducing any potential barriers, hotels and resorts can guide guests smoothly through the booking journey, minimizing the risk of abandonment at crucial stages.

> More than half of all emails are opened on a mobile device.

Is your checkout process the problem? By continually monitoring and refining your checkout process based on site analytics, you can ensure a smooth and efficient journey for your customers from browsing to purchase completion. Evaluate where your users are dropping out of the purchsing process leaving their purchase incomplete. Are unexpected costs, complex navitation, or too many choices creating friction for users? Implementing features like guest checkout options, autofill for forms, and multiple payment methods can streamline the process and reduce friction for users.

If you do nothing else, ensure that your checkout process is **mobile-friendly.** Mobile optimization not only enhances the user experience and increases conversions, but also facilitates effective cart recovery for those users who haven't completed their purchase. Since more than half of all emails are opened on a mobile device (AovUp.com), it stands to reason that easing the transition from the recovery email to checkout is crucial for maximizing conversions.

Crafting your recovery campaign

To reengage your visitor's interest in booking a stay at your property, implement a three-touch email campaign, each one building a more compelling and irresistible story of the

unique qualities of your property that drives a reservation completion.

Start with a compelling, visually appealing email that illustrates a unique selling point such as scenic views, luxurious accommodations, or the diversity of your property's amenities. Include a strong call to action reminding users to return and complete their reservation, and remember that visuals are a powerful tool to rekindle interest in your property.

Next, send a follow-up email that reminds your audience of your amenties and features such as spa services, dining options, recreational activities, and local attractions. Emphasize the versatility of your property to cater to different preferences, making it more likely to resonate with a wider audience. Consider adding testimonials or social proof to your messaging to build trust and showcase your resort's reputation for delivering exceptional experiences. This is the opportune time to elevate the urgency of your messaging and reiterate to your audience the reasons that initially prompted them to start the booking process.

The final reminder is where your message can use stronger enticements to encourage timely action to convince you booker to complete their reservation. Engage them with messaging to entice action. Consider these ideas as you pull your content plan together:

1. **Exclusive offers and discounts.** Introduce exclusive limited time offers or discounts to create a sense of urgency, encouraging users to take advantage of the special deals available. Showcase package deals or bundled amenities to add value and entice users to reconsider their booking decision.

2. **Seasonal and event-based messaging.** Tailor emails to coincide with seasons or upcoming events in the destination, promoting the resort as an ideal place to stay during specific times. These time-bound messages can get people motivated to book. Consider including special events, festivals, or activities that might be of interest or are unique to your corner of the world.

3. **Interactive content.** Share links to interactive elements such as virtual tours, 360-degree views, or clickable galleries to allow users to explore the resort virtually. Creating diverse ways of exploring your offerings may tip your visitors into completing that booking.

4. **Reassurance and assistance.** Address common concerns or uncertainties users might have, such as flexible cancellation policies, safety measures, or frequently asked questions. Provide contact information or live chat support to encourage users to reach out for personalized assistance.

This three-touch method is not just a marketing campaign; it's the fine art of engaging the imagination, subtly shifting the focus from selling to creating experiences and painting vivid mental pictures that will undoubtedly lead to increased reservations.

The importance of timing and personalization

In the realm of engaging potential guests, success hinges on two practical elements: timing and personalization. Selecting the opportune moment for a recovery email is not arbitrary; it's grounded in a thorough understanding of human behavior. Reaching out promptly after a potential guest's departure from the booking page, but not immediately, strikes the right balance—offering a gentle nudge and a friendly reminder of the experiences awaiting them at your hotel.

Personalization, a crucial component, involves tailoring messages to address the guest's defined preferences. It goes beyond simply using their name, delving into their unique interactions with your site. Help them by providing details about the dates they were considering for thier trip, or the room-type that suited their needs. Incorporating such details transforms a standard recovery email into a personalized invitation, resonating with their interests and increasing the likelihood of converting their interest into a booking.

Incorporating automation

For an effective abandoned cart recovery strategy, using a robust automated tool is a necessity. This tool acts as the backbone of your efforts, combining automation and personalization to streamline processes and boost results. It doesn't just send recovery emails at optimal times but also offers advanced personalization, valuable insights, and seamlessly integrates into your existing systems, ensuring smooth data flow and alignment with broader marketing objectives.

As you consider a solution for your cart-recovery efforts, factor in these features:

1. **Automated email triggers:** The tool should allow you to set up automated triggers based on user behavior, such as cart abandonment. This ensures that recovery emails are sent promptly after a potential guest leaves the booking process.

2. **Personalization capabilities:** The ability to personalize emails with dynamic content captured in the cart-abandonment process, including items gathered in the checkout process. This kind of functional personalization creates a more engaging and relevant experience for the recipient.

3. **Performance analytics:** Robust analytics and reporting features that provide insights into the performance of your recovery campaigns. This includes metrics like open rates, click-through rates, and conversion rates.

4. **Responsiveness and accessibility:** Considering the widespread use of mobile devices

31%
of all email orders are generated by automated emails.

EXPLODING TOPICS

and the increasing adoption of dark mode, it's essential that the tool accommodates both in its email designs. This ensures a smooth and consistent experience for users accessing emails across various devices and viewing modes.

5. **Compliance and security:** Adherence to data protection regulations and email marketing best practices to ensure compliance with laws like GDPR. Security features should safeguard user data and maintain the privacy of your guests.

6. **Customizable templates:** A range of customizable email templates that align with your brand, making it easy to create visually appealing and consistent recovery emails.

Choosing a tool with these features can significantly enhance the effectiveness of your abandoned cart recovery email campaigns, improving your chances of re-engaging potential guests and converting interest into confirmed bookings.

Extending the customer experience beyond the web

The process of enhancing the guest experience starts well before they arrive at your hotel, beginning with digital interactions where first impressions take shape. Crafting effective recovery emails infused with personalized messaging serves as an extension of your brand. This digital engagement is not just a link between online and offline; it's a preview of the service that awaits them.

To seamlessly transition from digital interactions to in-hotel experiences, it's important to understand your guests' values and desires. This means anticipating their needs from the moment they express interest in your establishment, not just when they physically arrive. Proactively engaging with guests demonstrates our commitment to excellence, creating a sense of belonging and appreciation. Additionally, infusing anticipation and excitement in your digital communication sets the groundwork for a satisfying stay, illustrating the unique experiences available, sparking imagination, and igniting the desire to explore all your offerings. This narrative continuity, from screen to reality, assures guests that their expectations set during online engagement will not only be met but surpassed.

Refining your strategy through analysis and feedback

Achieving excellence in your abandoned cart recovery campaigns requires a continuous commitment to improvement and adaptation. Continuously analyze data and feedback, translating raw numbers and guest responses into practical insights. Closely examine the performance of each recovery email to identify patterns and preferences, allowing for adjustments in timing, fine-tuning of message personalization, or even reimagining creative elements to better capture the interest of potential guests.

In addition to quantitative data, seek qualitative feedback from guests who went through your booking process. Engage in direct dialogue, whether through post-booking surveys or open-ended questions in follow-up communications, to gain a deeper understanding of the guest's experience. This feedback not only assesses the effectiveness of your recovery efforts but also unveils opportunities for enhancing their journey from consideration to confirmation.

Recognize that refinement is an ongoing process, not a on e-time fix. Embrace the principle that there's always room for improvement. Each campaign serves as a learning opportunity to sharpen your strategy. By combining analytical data with anecdotal feedback, your campaigns become more than just recovery efforts; they evolve into integral components of your overarching guest engagement strategy. This iterative refinement is synonymous with elevating the guest experience, ensuring that each potential booking isn't just recovered but transformed into a stepping-stone toward establishing lasting guest relationships.

Bridging the gap between digital engagement and in-hotel experience

Exceptional hospitality hinges on seamlessly transitioning from digital interactions to real-world experiences. It begins by comprehending guests' expectations formed through online engagement and ensuring that the pledges made in emails are authentically fulfilled upon check-in. By establishing this cohesive connection between the digital realm and the physical stay, we underscore our dedication to prioritizing guest satisfaction and comfort.

This attention to detail not only guarantees a memorable stay but also fosters a sense of trust and loyalty. Guests are more likely to return and advocate for our brand when they feel their needs are consistently met and exceeded. By maintaining this standard of service excellence throughout the entire guest journey, from their initial click to their final farewell, we cultivate enduring relationships and create lasting impressions that resonate deeply.

Eager to enhance your revenue opportunities? Connect with HMA° to explore our cart recovery program, Boomerang. Paired with our comprehensive services encompassing email marketing, data analysis, cleansing, and augmentation, Boomerang is designed to maximize the efficiency of your data and propel your hospitality business to new heights.

Boomerang°

Recover lost revenue

Convert abandoned shopping carts into completed reservations with **Boomerang**.

When a guest starts the reservation process but doesn't complete it, **Boomerang** sends up to three automated emails, branded to your property, encouraging them to finish booking. Track your results with daily conversion reports and watch your revenue grow.

$	📈	☑
AFFORDABLE	**EFFECTIVE**	**EASY**
Costs less than $200 a month	8% average conversion rate	Entire process is automated

Contact us at hello@wearehma.com to get started.

HMA°
INTELLIGENT MARKETING

With 40 years of expertise in data and hospitality, **HMA° Intelligent Marketing** transforms your data into a strategic asset. Our proprietary services include data cleansing, analysis, and segmentation, providing refined insights for agile decision-making. Our diverse team of analysts, engineers, designers, and strategists ensures a fusion of innovation and creativity, driving your marketing goals to reality. We guide you through each data management phase, aiming to be an extension of your team. Whether it's email campaigns, brand refresh, or strategic planning, let us handle the challenges of your integrated-data marketing, allowing you to focus on operational excellence, delighting your guests, and growing your bottom line. **Contact us to discuss your unique needs.**