

+14%

SaleCycle remarketing solutions help Corsair to **boost online revenue by 14%** each month.



Context

Corsair International, a leading French airline, offers scheduled flights to destinations across four regions: the Caribbean, Canada, Western Africa and the Indian Ocean.



Problem

E-commerce in the travel sector is extremely competitive, particularly for airlines. Consumers compare prices on many websites before making a decision, resulting in very high abandonment rates. SaleCycle's latest statistics show that it can reach as high as 84.4% for this sector.

Corsair's purchase funnel is one of the longest in the market, so they approached SaleCycle to help improve user experience on their website and to tackle their issue of booking abandonments.



SaleCycle's Solution

SaleCycle teamed up with Corsair's Marketing team to implement an Email Remarketing campaign, targeting flight abandoners. Send times of booking reminders were optimised for the highest conversion rates.

- **Email Cycle 1** : 30 minutes after booking abandonment
- **Email Cycle 2** : 1 day after the abandonment



Results

- **Email Remarketing increases online revenue by 14%**

The average order value of recovered booking is 37% higher than direct sales.

- **Remarketing emails achieve 42% open rate**

With 27% conversion-from-click, Corsairs remarketing emails are their best performing channel in terms of ROI compared with their other post-click marketing.

- **More than 30,000 emails sent per month**

Each month, SaleCycle engages over 15,000 Corsair booking abandoners with their multi-cycle email remarketing campaign.



#AskOurClients



We have a really close and **transparent working relationship with SaleCycle**. We know we can count on them to solve technical problems and advise on improvements to **boost conversion rates on our website**.



Geoffrey Gouverneur, Web Manager Corsair





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CORSAIR
Ouvrons d'autres horizons

Bonjour , nous vous avons gardé votre billet! [Vérifier la disponibilité >](#)

Votre vol aller
Paris - Fort-de-France

dimanche 20 mars 2016 Départ 13:00
Temps de vol: 8h55min Arrivée 16:55

Votre vol retour
Fort-de-France - Paris

vendredi 1 avril 2016 Départ 19:45
Temps de vol: 8h00min Arrivée 09:45

[Vérifier la disponibilité >](#) **Montant total lors de votre dernière visite pour 1 passager**
1 186.51 €

Vous désabonner

Email Cycle 1 - Desktop Version

Multi-cycle Email Remarketing Campaign



Responsive Design



Personalised Emails



Social Network Links



Full Booking Details



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CORSAIR
Ouvrons d'autres horizons

No ratez pas votre vol.
[Réserver >](#)

Votre vol aller
Paris - Pointe-à-Pitre

samedi 30 avril 2016
Temps de vol: 8h45min
Départ 17:20

Email Cycle 2 - Mobile Version