



# Sandals uses Zembula to promote their special offers

Sandals is a leading resort brand with multiple locations across the globe. With white sand beaches, savory dining experiences, and exciting island excursions, it is the top choice for many people's tropical vacations.

Sandals wanted something fresh for their 4th of July campaign, so they came to Zembula with the idea of sending a promotional Scratch-it. Through this unique experience they had hopes of increasing engagement and jump starting the summer season at their resorts.

**Sandals wanted something fresh for their 4th of July campaign, so they came to Zembula with the idea of sending a promotional Scratch-it.**

## GOALS

- ▶ Increase engagement with their 4th of July campaign and kick off the summer season in a new way
- ▶ Increase redemption rates of their offer and, subsequently, revenue
- ▶ A/B test Zembula's interactive content against typical 4th of July offer to get a sense of their audience's preferences

## APPROACH

- ▶ Offered an "instant savings" to incentivize customers to book a trip for the summer season
- ▶ Leveraged Zembula's scratch-it in an email promotion to drive greater engagement
- ▶ Utilized reveal marketing headline techniques to elicit curiosity and the Ikea effect
- ▶ Used dynamic user information to soft log-in previous customers to reduce user friction

## RESULTS

- ▶ **106%** click through lift The Zembula email had 3.7% CTR while the control had 1.9% CTR
- ▶ The Zembula campaign drove just under **5x** the amount of traffic as the control campaign (15,772 vs. 3,360)
- ▶ An overall revenue lift of **191%** and an ROI of 714%

### Marketing Psychology Used:



Curiosity



Ikea Effect

Email

Sandals

Subject: 4th of July Sale

★  
4TH OF JULY  
SALE

REDEEM YOUR **INSTANT SAVINGS!** BELOW



## SANDALS SCRATCH-IT CAMPAIGN

Cover Image



Reveal Image & Call to Action



[Explore Destinations](#)

**106%**

Lift in click through rate

**5X**

The amount of traffic

**191%**

Overall revenue lift