

Zozi re-engages and wins back lapsed customers

Zozi is an online travel and adventure company that aims to make all passions accessible, but most of all, aid in the discovery of new ones. You can book adventures in your own backyard or across the globe through their website.

Zozi came to Zembula with the hopes of re-engaging their lapsed customers. They ran their Zembula campaign with a static, control campaign to compare results. The Zembula campaign stood tall with a CTR lift of 876% and a revenue lift of 314%.

The Zembula campaign stood tall with a CTR lift of 876% and a revenue lift of 314%.

GOALS

- ▶ Re-engage lapsed customers who had not purchased in 180-360 days
- ▶ Grow customer loyalty by offering a credit to customers that have gone quiet
- ▶ A/B test Zembula's interactive content against typical email programs to get a sense of their audience's preferences

APPROACH

- ▶ Offered a rebate to incentivize lapsed customers to purchase again
- ▶ Leveraged Zembula's scratch-it in an email campaign to reveal a credit and drive greater engagement
- ▶ Utilized reveal marketing headline techniques to elicit curiosity and the Ikea effect
- ▶ Use unique subscriber codes and probability features to reduce customer friction, attribute purchases directly to the campaign, and protect the offer from being circulated to users for which it was not intended

RESULTS

- ▶ Zozi saw an **876%** lift in their click through rate (4.21% CTR with Zembula vs .52% CTR without)
- ▶ The Zembula campaign drove **10x** the amount of traffic as the control campaign (7,023 vs. 781)
- ▶ They experienced an overall revenue lift of **314%** and an ROI of 1,041%

Marketing Psychology Used:

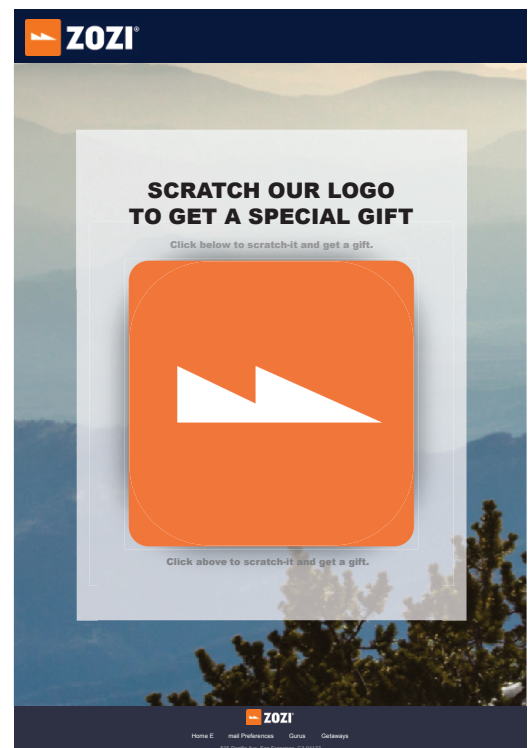


Curiosity



Ikea Effect

Email



ZOZI SCRATCH-IT CAMPAIGN

Cover Image



Reveal Image & Call to Action



876%

Lift in click through rate

10X

The amount of traffic

314%

Overall revenue lift