

MALMAISON CASE STUDY

SaleCycle provides an innovative re-marketing platform that enables businesses to engage with lost customers and increase their sales online.

One of its first clients was luxury hotel chain, Malmaison. The SaleCycle platform was integrated into Malmaison's e-commerce platform to enable the hotel to re-market to customers in real-time.

A large percentage of the luxury hotel's trade is generated online and it generates in excess of 20% of its revenue online. It regularly utilises e-marketing to increase sales and provide offers and discounts to members of its mailing list. This has proved effective when marketing to its current customers, however Malmaison wanted to engage with users who regularly visit its site but do not make an order.

SaleCycle worked with Malmaison to develop a personalised email that is sent to users who begin the checkout process but do not complete their order.

The email is branded in the same style as the hotel's current e-marketing communications and displays the room, date, price and location that the user was considering booking. It also provides a direct link back to their online order meaning they can complete their purchase quickly, at a time that's convenient.

The platform has proved very effective and is recovering an average of £22,000 per month, with an average recovered order value of £195.

Emma Benney from Malmaison said: "Since implementing **SaleCycle** we have seen significant improvements in our conversion rates and sales revenues and in only a short time are on track to recover significant revenue in the next 12 months."

"**SaleCycle** provides us with the opportunity to re-engage with our customers, so we can let them know how valuable they all are to us."

ENDS