

LIFECYCLE MARKETING SUCCESS STORY



Using the proven Lifecycle Marketing framework, Alaska Airlines was able to increase its revenue per email by **over 500%**.



CAMPAIGN OBJECTIVE/CHALLENGE

- Re-engage inactive subscribers and entice them to book
- WhatCounts and Alaska Airlines tested offer vs. no offer vs. email



RESULTS

Compared to usual promotions:

- 55% higher open rate
- 75% higher click through rate
- 564% higher Revenue per email than other ad hoc promotions

SUBJECT LINE

We Miss You – Come Back for 30% Off Your Next Flight

“In 2009 email became a key initiative at Alaska and we adopted WhatCounts’ Lifecycle Marketing Program. As a result, we generated almost \$40 million in incremental revenue.”

- Andrea Schwarzenbach, Manager, Interactive Marketing