

# Email Marketing Hospitality Case Study



## OBJECTIVE

Drive mid-week occupancy for this Maine beachfront inn during the Spring season.



## APPROACH

Develop, design and deploy a targeted email campaign to promote midweek arrivals.



## RESULTS

A 53% open rate, and a 10% click-through rate, resulting in an increase of 403 incremental room nights.

**53%**  
open rate

**10%**  
click-through  
rate

**403**  
room nights  
gained

