



SITECAMPAIGN



## FROM LOST SALE TO NEW MEMBER

After implementing an Abandoned Booking SiteCampaign, Danhostel achieved a 130% lift in member sign-up rate in the relevant segment



### GOAL

Danhostel wanted to increase the number of members in their loyalty club while also minimizing the number of visitors leaving the site without completing a booking. It was important for Danhostel that this be accomplished without offering any additional discounts or monetary benefits.

### SOLUTION

SiteCampaign created a solution that targets visitors who attempt to leave the website without completing a booking or registering as a member.

The custom Abandoned Booking SiteCampaign is triggered when a visitor displays exit behavior, and highlights the benefits of the Danhostel loyalty club, but offers no additional incentive.

A split test where only 50% of eligible visitors were exposed to the SiteCampaign was implemented in order to measure the direct impact of the campaign.

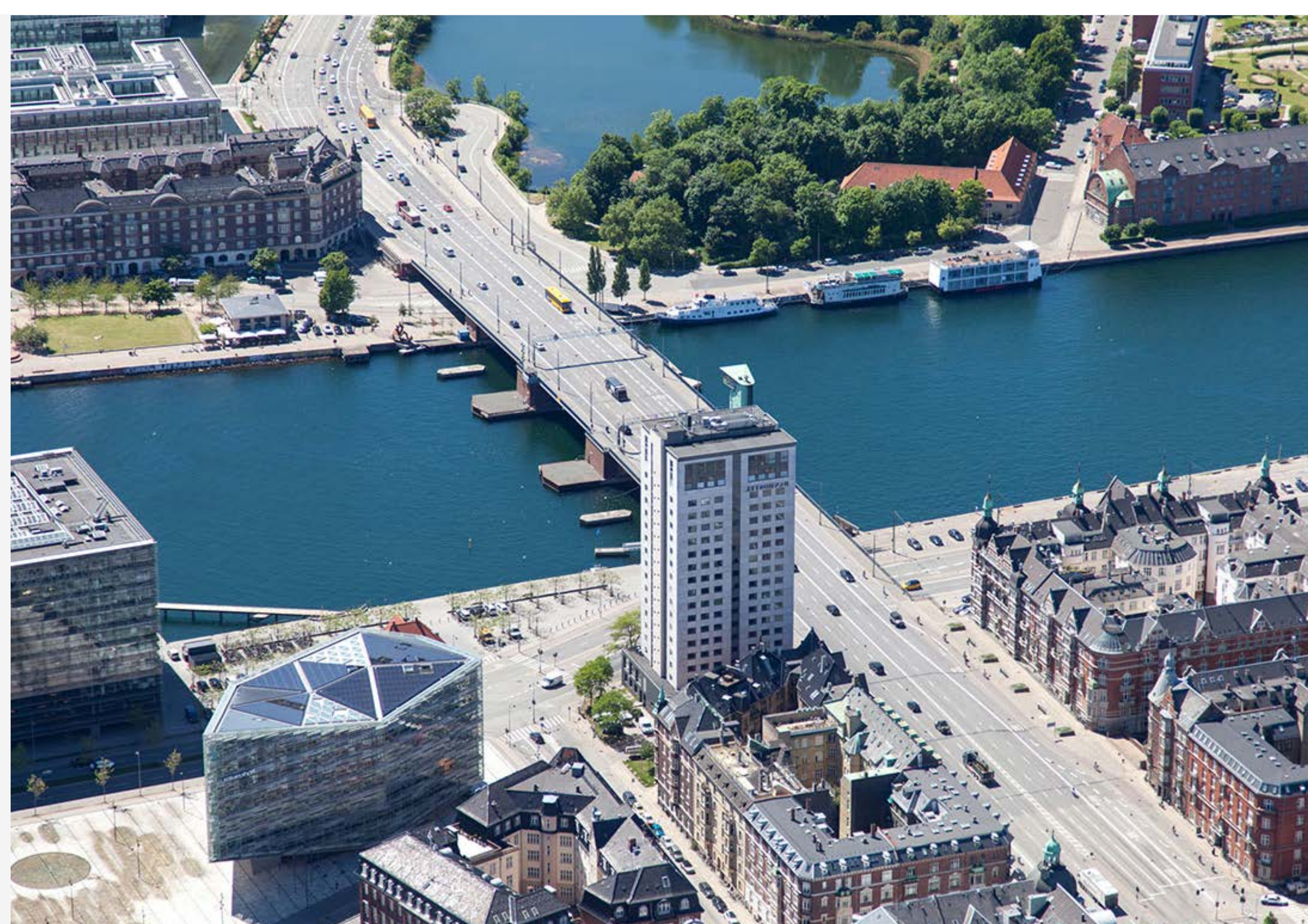
### RESULTS

130% lift in member sign-up rate for visitors who attempted to leave the site without registering or completing a booking. The campaign performed especially well on mobile devices, where we realized a lift of 319% compared to the control segment.

## ABOUT DANHOSTEL

Danhostel is the leading group of hostels in Denmark. With over 60 centrally located hostels across Denmark, Danhostel provides their guests with modern and high-quality accommodations.

Providing a quality customer experience is at the core of Danhostel's values, which is why they always have an experienced host ready to help guests with any questions during their stay.



The team at SiteCampaign has always been very flexible and solution-oriented, ensuring our solution matches not only the goals for our website, but also our design and communication style. This approach has helped us achieve more members for our loyalty club as well as additional bookings.

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