NAVIS Shopping Cart Abandonment
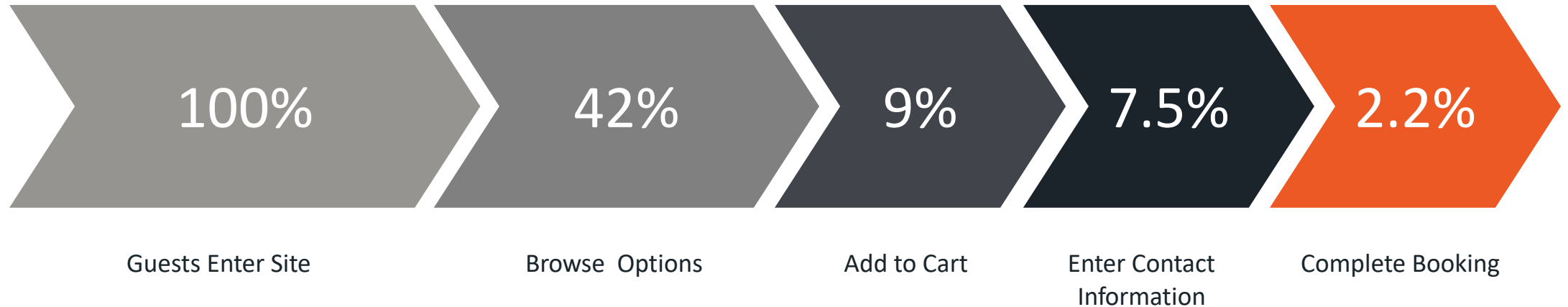
The Problem

▶ Demand fluctuates, but people continue to dream of travel…

▶ Not capturing any information about potential future guests

▶ Wasting money to attract guests that bounce – 84%

▶ For $100 of revenue you make, you're potentially losing $400

▶ Missing a bigger, long-term opportunity to engage with potential guests

Source: 1.https://www.salecycle.com/blog/stats/2019-travel-ecommerce-remarketing-report/
2. https://blog.recart.com/9-frightening-cart-abandonment-facts-can-learn/

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Only a Few Make it

100%	42%	9%	7.5%	2.2%
Guests Enter Site	Browse Options	Add to Cart	Enter Contact Information	Complete Booking

5.6% Booking Rate for top 20% of hotels & vacation rentals

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The Solution

The first direct booking platform that generates actionable
abandoned shopping cart leads for both your email automation platform and your reservations sales team's lead management platform at the same time.

Cart
Abandoned

Lead
Generated

Automated
Emails

Agent
Outbound

Reservation
Booked
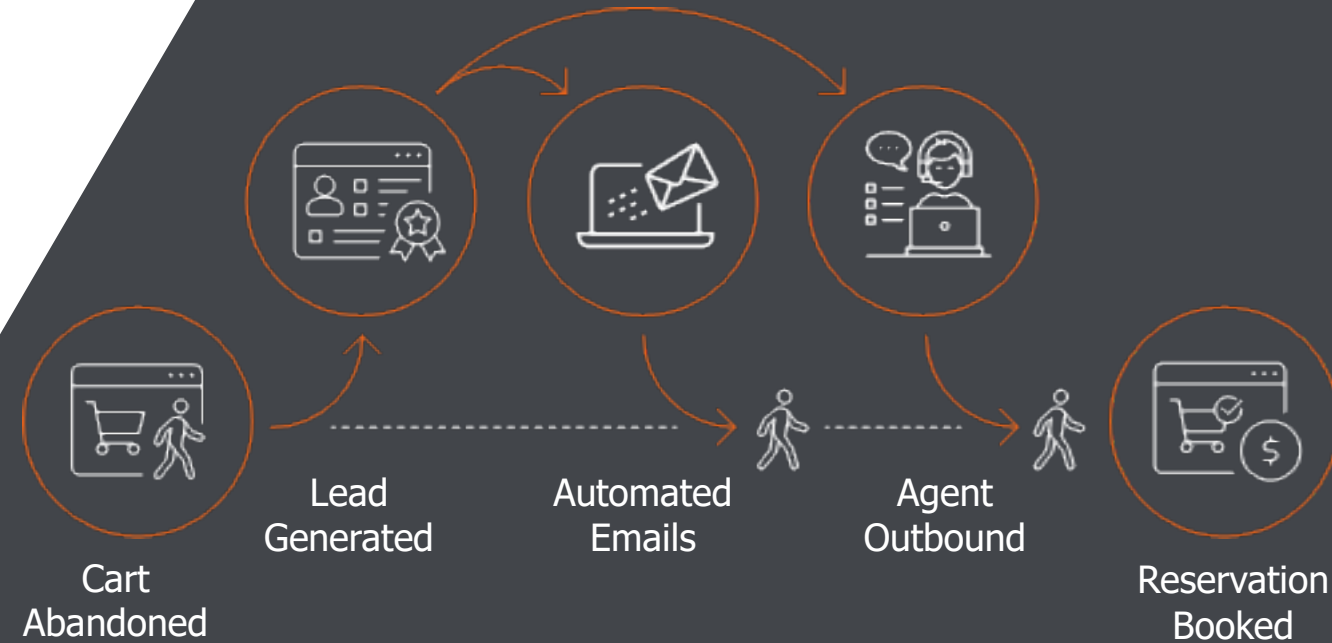
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Spectrum Resorts

Spectrum Resorts is the premier rental management company along the Alabama Gulf Coast, providing over 500 luxury rentals at both The Beach Club in Gulf Shores and Turquoise Place in Orange Beach, Alabama.

NAVIS helped Spectrum Resorts recover $600K in incremental revenue with one email and no new staff – in only three months.

The Results

▶ $613K – Recaptured revenue from SCA email campaigns

▶ 60%+ - Average open rate across campaign emails

▶ $1,583 – Revenue per email sent

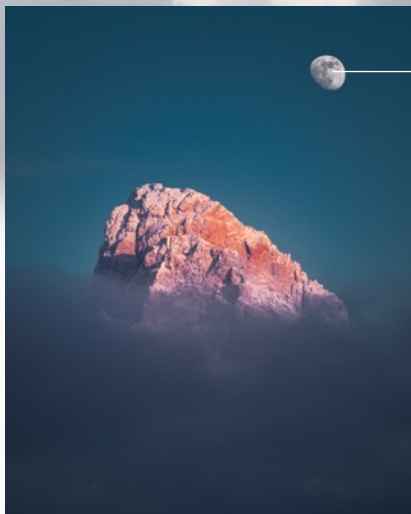▶ 90%-95% - Occupancy rate despite travel market challenges

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Capture More Actionable Data

Improve targeting and personalization

▶ NAVIS Shopping Cart Abandonment leads create a CRM record

▶ Leads gain all the benefits and features of the other leads within the NAVIS CRM platform

▶ Capture a deeper level of guest and stay data

Questions?

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thank you