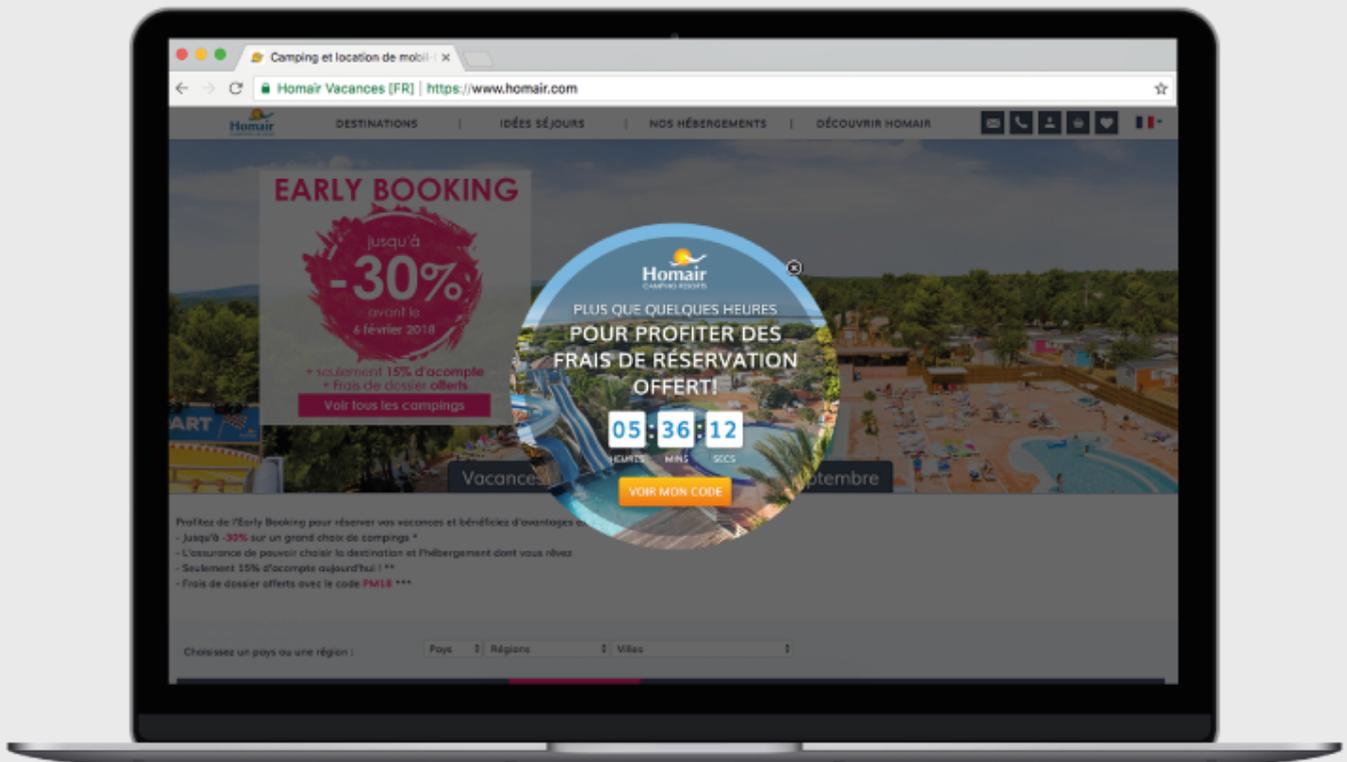




How Homair used Yieldify to boost bookings and build better customer journeys

Case study



ABOUT HOMAIR

[Homair](#) is the number one mobile home operator in France with over thirty years' experience as specialists in European mobile home holidays and 128 campsites in France, Italy, Croatia and Spain. Homair's camping villages offer facilities and amenities to make its guests' lives easy, along with a large range of activities and over 600 staff on hand to guide guests during their stay and help them make the most of the opportunities on offer in their villages and the surrounding areas.

SEASONALITY AND A COMPETITIVE MARKET

Seasonality poses inevitable challenges for any holiday operator – and during peak periods, there will always be hot competition to secure a booking with prospective holidaymakers. It's therefore important that holiday operators have the tools available to help them nurture relationships with website visitors researching potential holidays and encourage returning visitors to commit to a booking.

MAKING EVERY INTERACTION COUNT

Since March 2016, Homair has been working with [Yieldify](#) to optimise its conversion rates on site. By running targeted onsite overlay campaigns, Yieldify has helped Homair to inspire meaningful interactions with its website visitors.

“The [Yieldify](#) team has been very helpful, understanding every detail of our conversion concerns. They suggested a strategy to increase our onsite conversions, offering the right message at the right time to our customers through the conversion funnel to help and encourage them to complete their bookings. The team also delivered deep insights based on A/B testing and precise analyses. Yieldify understands our business model and meets our needs.”



Paméla Zomero
Head of E-commerce

Inspiring urgency to purchase

Conversion campaign

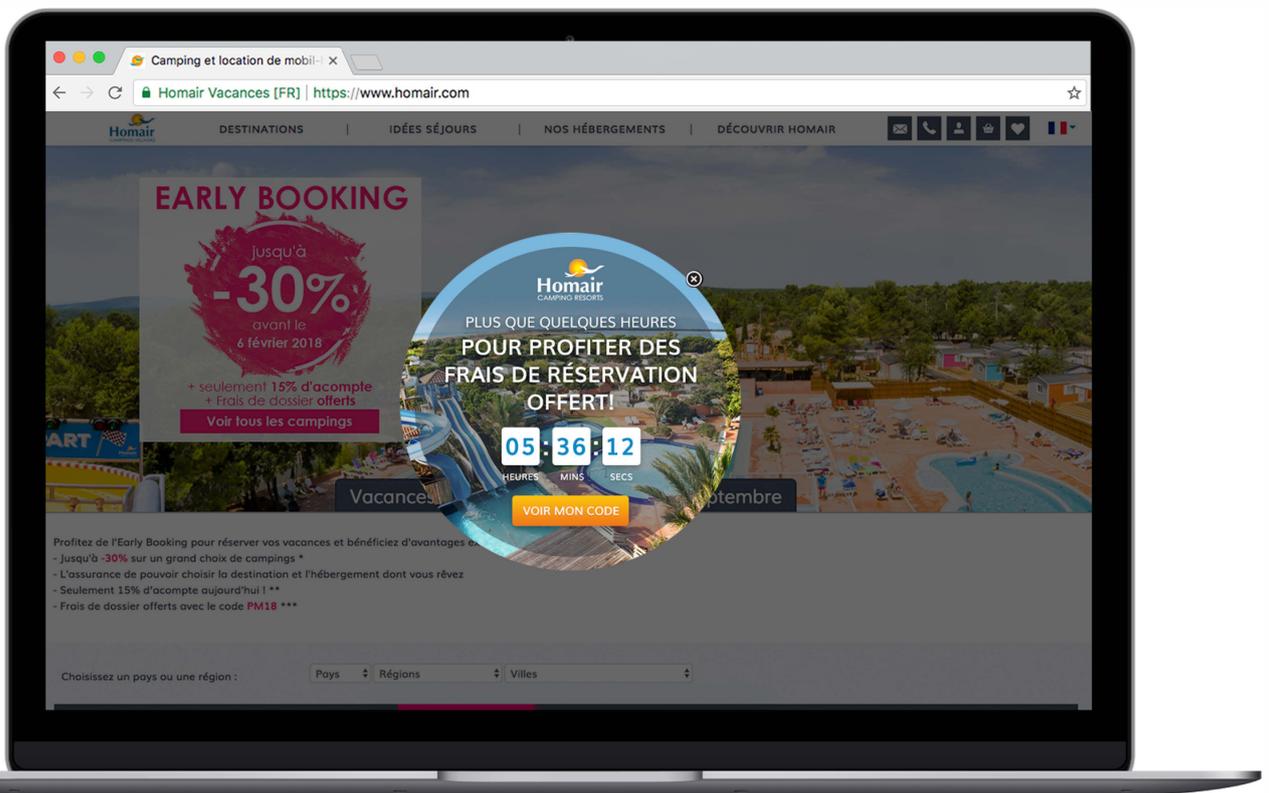
Homair has experienced a high rate of abandonment from its holiday package basket pages. When visitors showed exit behaviour from these pages, Yieldify served them with an overlay showing a countdown clock to indicate how long they had left to take advantage of a “no reservation fees” offer. Here, Yieldify’s technology inspired a sense of urgency in visitors and gave them a compelling reason to complete their booking in that session. To make it easy for the visitor to redeem the offer, the incentive auto-applied to their basket.

SUCCESS

+144%

Conversion rate uplift

from targeted abandoning visitors



EARLY BOOKING
jusqu'à
-30%
avant le
6 février 2018
+ seulement 15% d'acompte
+ Frais de dossier offerts
[Voir tous les campings](#)

Homair
CAMPING RESORTS
PLUS QUE QUELQUES HEURES
**POUR PROFITER DES
FRAIS DE RÉSERVATION
OFFERT!**
05 : 36 : 12
HEURES MINS SECS
[VOIR MON CODE](#)

Profitez de l'Early Booking pour réserver vos vacances et bénéficiez d'avantages.
- Jusqu'à -30% sur un grand choix de campings *
- L'assurance de pouvoir choisir la destination et l'hébergement dont vous rêvez
- Seulement 15% d'acompte aujourd'hui ! **
- Frais de dossier offerts avec le code **PM18** ***

Choisissez un pays ou une région : Pays ↓ Régions ↓ Villes ↓

New customer acquisition

Leads campaign

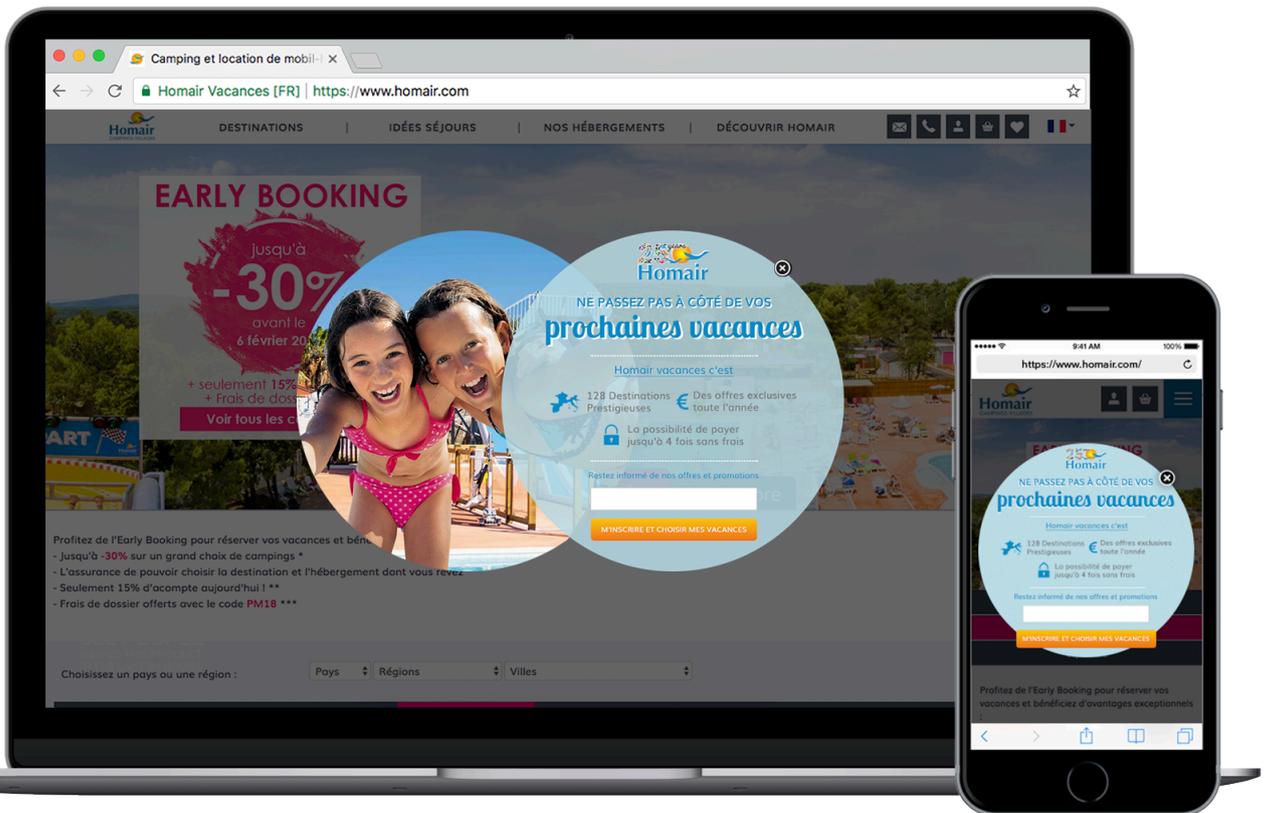
People will often visit a travel website to research options before committing to a booking in a later session. By targeting abandoning visitors who had not added a travel package to their basket with USP messages and a chance to sign up to receive the latest deals and offers, Yieldify was able to [capture those visitor emails](#) so that Homair could nurture those relationships to encourage bookings later on.

SUCCESS

+670

Emails captured

from targeted abandoning visitor



EARLY BOOKING

Jusqu'à
-30%
avant le
6 février 2018

+ seulement 15%
+ Frais de dossier

Voir tous les détails



NE PASSEZ PAS À CÔTÉ DE VOS prochaines vacances

Homair vacances c'est

128 Destinations Prestigieuses € Des offres exclusives toute l'année

La possibilité de payer jusqu'à 4 fois sans frais

Restez informé de nos offres et promotions

[M'INSCRIRE ET CHOISIR MES VACANCES](#)

Profitez de l'Early Booking pour réserver vos vacances et bénéficier de :

- Jusqu'à -30% sur un grand choix de campings *
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Choisissez un pays ou une région :

Pays | Régions | Villes

https://www.homair.com/



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Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

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