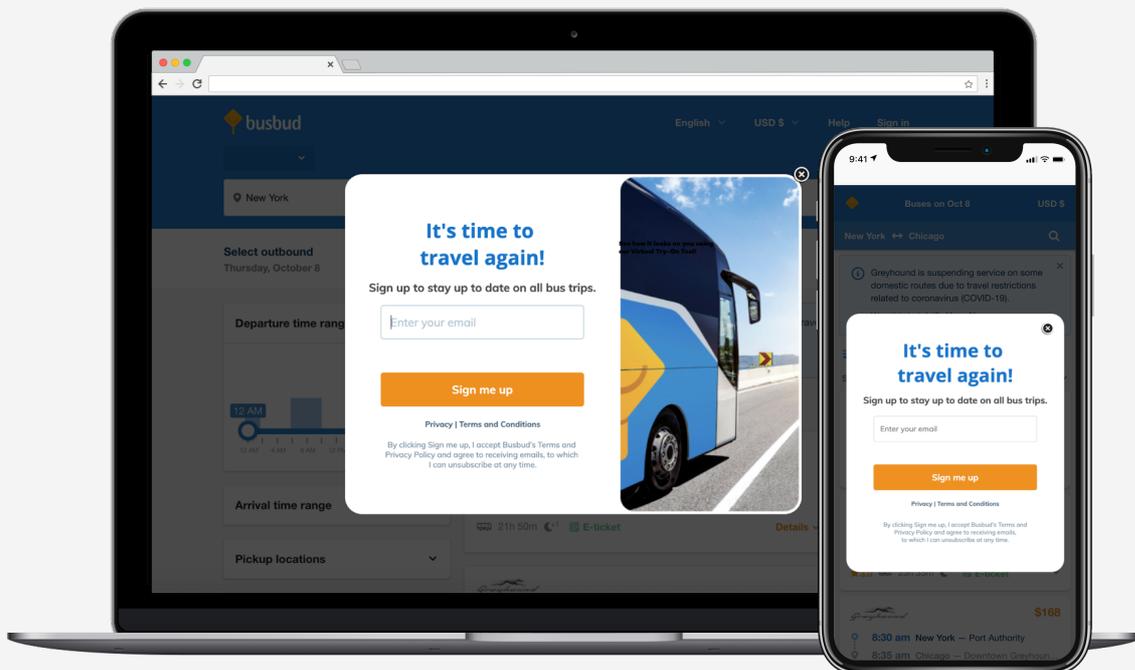




Busbud

Increasing email submission and revenue growth through a customer journey-led approach to on-site and email marketing



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Busbud makes it easy for travelers to find, compare, and book city-to-city bus tickets, all over the world. With fifteen languages and twelve currencies options available, it caters to international bus travelers no matter where they are, saving them money and time by comparing prices from different companies to source the best deal.

Busbud's driven success from working with Yieldify and Klaviyo

+40%

increase in revenue generated from email marketing

+100%

higher email open rate than the industry average

50%

average monthly message reach

“Yieldify’s integration with Klaviyo has proven to be integral to achieving our goal of a unified customer journey strategy. By leveraging our on-site personalization campaigns from Yieldify and Klaviyo’s email marketing capabilities together, we have been able to not only grow our CRM but see better results from it. We look forward to continuing this success with the help of both partners.”



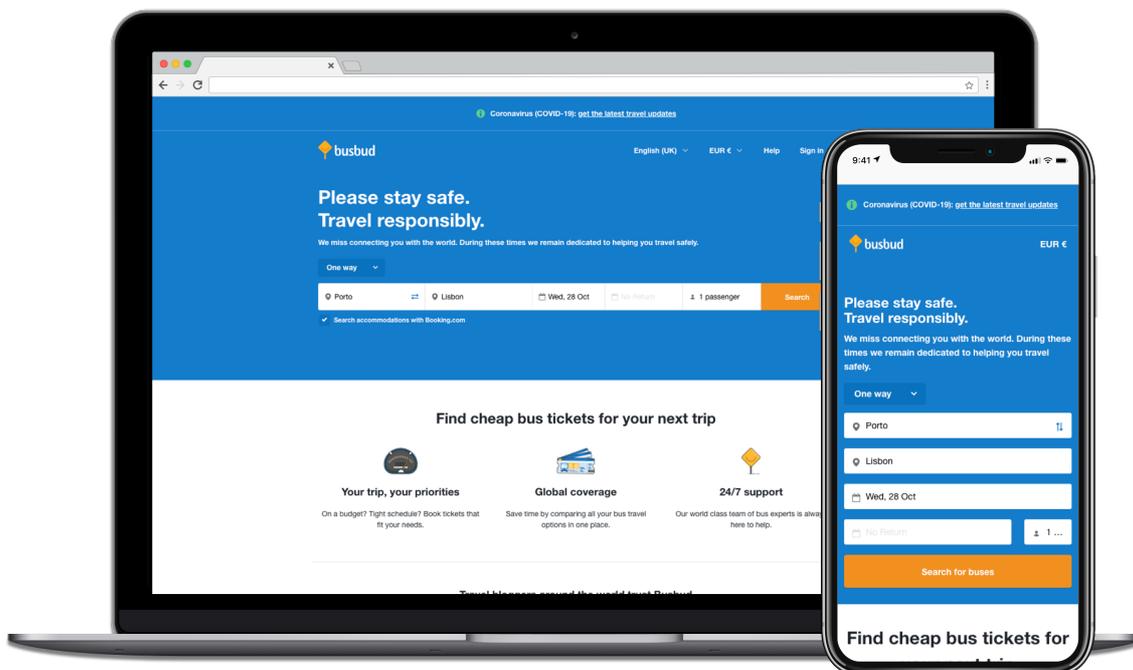
Richard Cohene,
CMO, Busbud

Challenges

Global interest in bus travel has grown exponentially in line with consumer demand for sustainable, eco-friendly travel options. This has resulted in high traffic volumes for Busbud as travelers explore their options.

However, converting those browsers into paying customers was proving a challenge. This was particularly prevalent higher in the purchase funnel, affecting key areas of Busbud's website such as the landing page, search results page, and checkout page.

There was another challenge to add to this: increasing customers returning to the site within a month of their purchase. This would further unlock Busbud's aspirations to increase customer lifetime value (CLV) and build a loyal customer base.



Solutions

The CRM team at Busbud therefore looked to create a multichannel strategy across web and email to ‘close the loop’.

As a joint client of both Yieldify and Klaviyo, Busbud engaged both solutions to work together. This combined Yieldify's industry leading on-site personalization capabilities with Klaviyo's email marketing solution, brought together by a native integration.

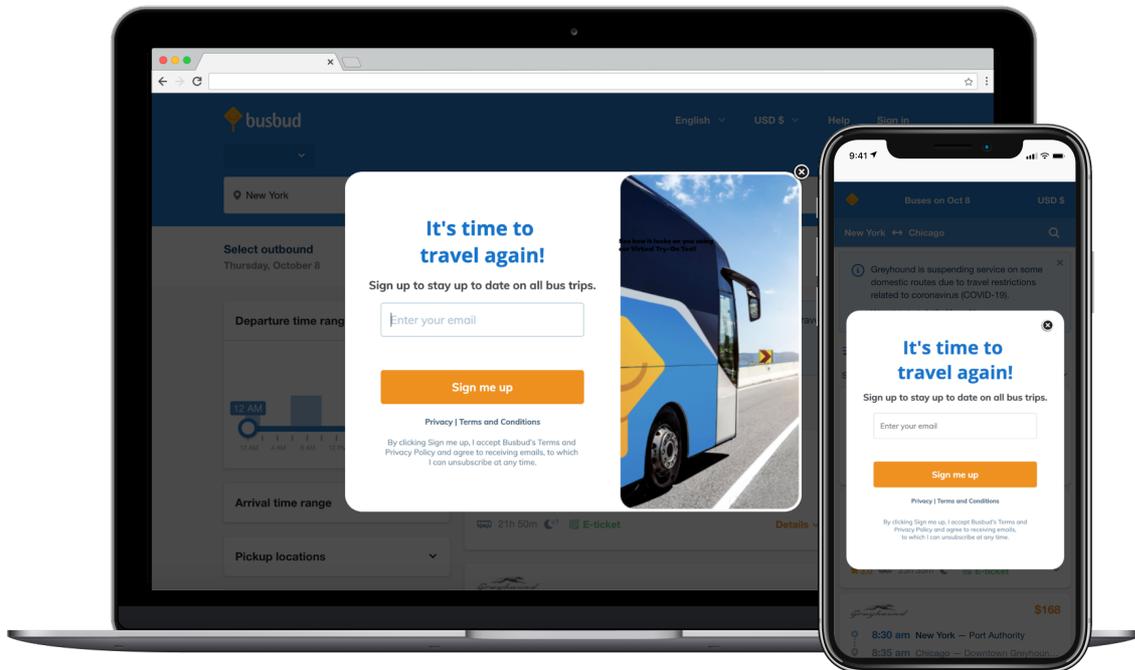
Strategy 1: Capturing high-funnel interest on-site

Yieldify's consultancy team conducted an analysis that identified that a substantial fraction of new visitors were not progressing past the top of the funnel.

Recognizing that this could be attributed at least in part to the high-consideration nature of travel purchases, Yieldify developed a strategy aimed at optimizing lead capture. This would allow Busbud to continue to engage abandoning visitors via email until they were ready to make a purchase.

Upon exit, new visitors were shown a lead capture overlay offering messaging that was hyper-personalized to that singular user. The message included route, price, and market appropriate translations, all triggered in real-time.

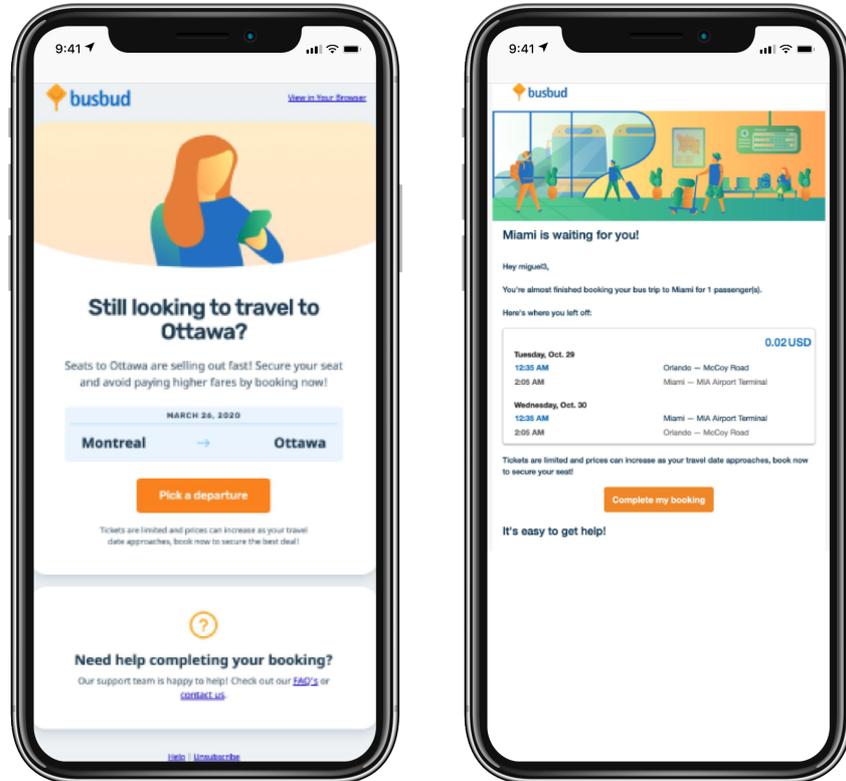
Once signed-up, Yieldify could then track the visitor's behavior across the entire customer journey, capturing data such as the destinations, arrival dates, operators of interest, and visitor geolocation. Through the integration, this was fed directly into Klaviyo's platform, which allowed Busbud to create hyper-personalized email communications based on their location, behaviors, and intent. This resulted in exceptional sign-up and open rates.



Strategy 2: Increasing return traffic and lifetime value through email

Busbud's remarketing strategy is powered by an excellent understanding of the customer.

Through the integration with Yieldify, Busbud's email marketing follow up is able to send personalized communications to a large and varied audience with drastically different needs. There are hundreds of permutations of possible trips in Busbud's portfolio, with multiple languages and multiple currencies. In addition, the buyer is frequently uncertain about their trip beyond their origin. For this reason, knowing when a customer has finally selected their dates and routes is critical to successful communications.



Klaviyo allowed for advanced personalization of emails based on this wide variety of factors. A customer searching for trips from their specified origin would be served communications that not only promote their specific route but also others that are popular from that origin. Additionally, each of these emails is sent as part of a series that allows for consistent but timely messaging that incorporates constant A/B testing for optimization and assurance that the customer has not already made a purchase.

Results

In total, the combined strategy from Yieldify and Klaviyo has achieved not only significant growth in Busbud's CRM, but this has translated into real revenue results.

+40%

increase in revenue generated from email marketing

+100%

higher email open rate than the industry average²

50%

average monthly message reach

² <https://mailchimp.com/resources/email-marketing-benchmarks/>

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With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts.

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