

Away
Resorts × Qubit.

Away Resorts providing personalized 1:1 experiences at scale using Qubit.

Holiday park operator
brings offline
experience online
with personalization.





The ability to tailor messaging and content to each visitor is such an important part of our brand strategy. Through the use of Qubit we've been able to differentiate the experience our valued customers have, with product recommendations, social proof, scalable content placements and many more.

Jamie Griffin

Digital Marketing Manager

Introduction.

Founded on a lifetime of knowledge and a passion for the holiday parks, Away Resorts, the UK holiday park operator, prioritizes the customer experience above all else, as encapsulated with the brand's vision statement of "Nothing is too much trouble." The team have been working with Qubit since 2018 to deliver timely and relevant experiences to each and every customer ensuring they are living their brand vision with each and every interaction.

Using data to understand their visitors, the Away Resorts team deployed a number of experiences, including; moving previous bookers from first to second purchase using personalized URLs in print, providing context to bookings with social proof and displaying homepage banners to ensure that visitors didn't miss out on a great deal.

The low down.



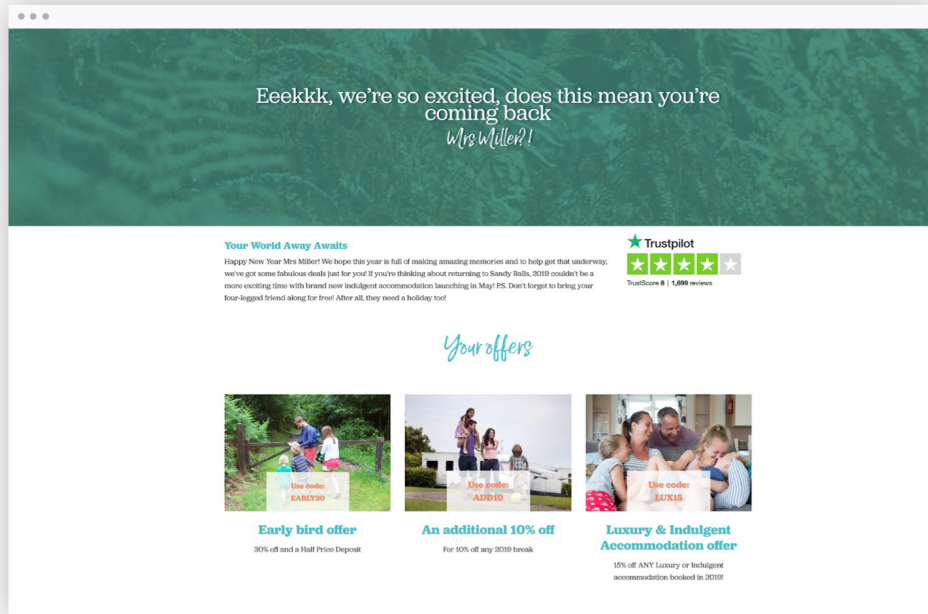
Founded in 2008



Qubit customer since 2018



6 award-winning UK parks



Seamless 1:1 personalization across print and digital.

The print channel is still and will remain, a key activity for Away Resorts, sending 1000s of customers holiday catalogs each year. To combine this strategy with its website, the team created unique URLs for every customer and printed it in their catalog.

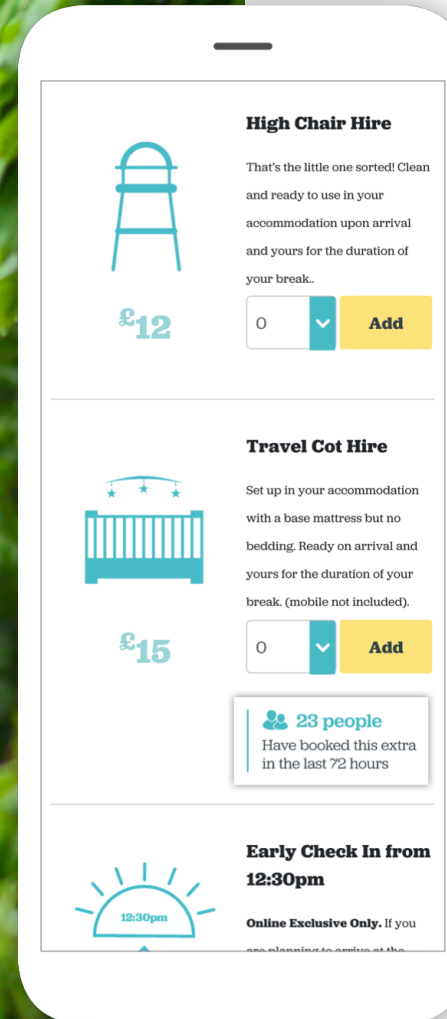
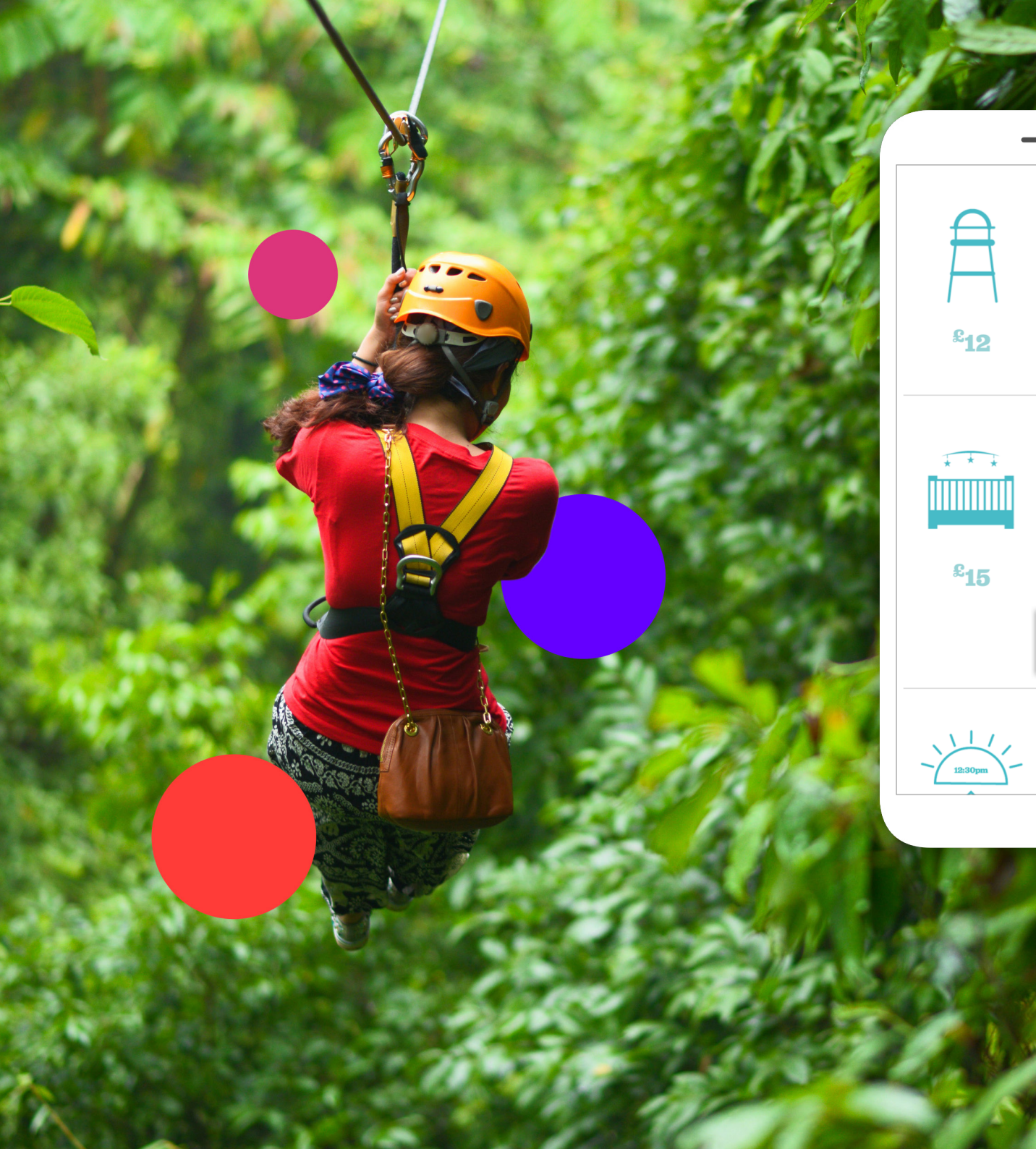
The unique URL was associated with the name of the customer, and therefore, if the customer used the URL, Away Resorts were able to tailor offers to that individual on a unique landing page.

7.2% of visitors who entered the site via a personalized URL went on to make a booking



Away Resorts is an ambitious travel brand, who put customer centricity at the center of its strategy. In order to curate experiences at scale, we require the technology and the team of Qubit to ensure each and every interaction with us, in print and online, is one that increases customer lifetime value and loyalty.

Laura Miller
Head of Sales and Marketing



Using social proof for ancillary sales.

Ancillary sales in travel are key to success so, in order to increase revenue per visitor, Away Resorts used social proof.

Social proof is a proven strategy in giving holidaymakers the confidence to add ancillaries, so the team badged products with “# people have booked this extra in the last 72 hours”.

In addition to the messaging, Qubit enabled Away Resorts to re-order extras within the page layout, depending on what was most popular in a customer's location.

1% uplift in RPV



Looking ahead.

In the future, Away Resorts will continue to meet customer's high expectations through the effective use of personalization. By combining multiple datasets the team will be able to understand, and then influence every customer journey.

Through the partnership with Qubit, Away Resorts will continue to develop industry-first digital experiences which enable the company to continually be differentiated. As a result, this will increase loyalty with the brand and make customers return year-after-year.

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2019, the company was named a Visionary in the Gartner Magic Quadrant for Personalization Engines.

Global luxury, fashion, beauty, travel and egaming brands partner with Qubit to transform the way they understand and influence their customers. Clients include LVMH, NET-A-PORTER, Farfetch, Emirates, L'OCCITANE en Provence and Ladbrokes Coral.

Headquartered in London, the company has offices across Europe and the U.S. Qubit's investors include Goldman Sachs, Sapphire Ventures, Accel Partners, Salesforce Ventures and Balderton Capital.

For more information, visit: qubit.com

