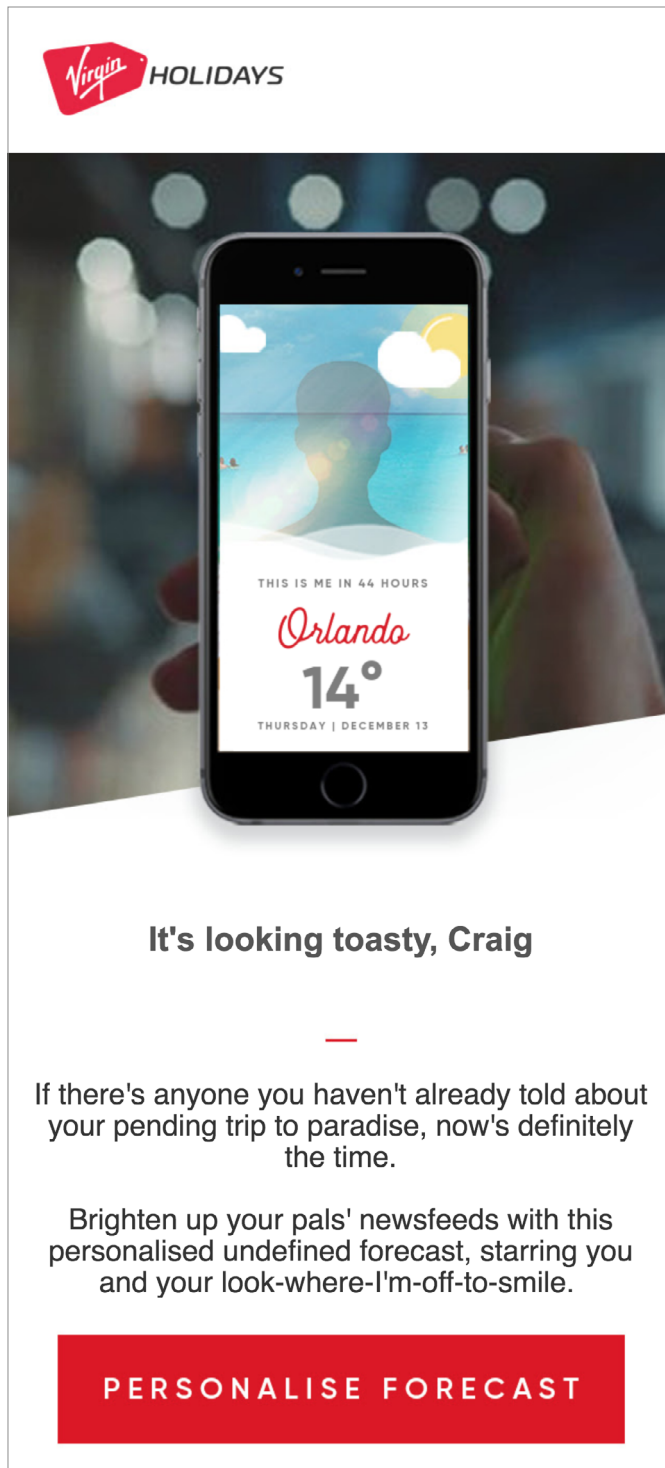


How Virgin Holidays Used Augmented Reality with Movable Ink to Drive Customer Engagement



ABOUT VIRGIN HOLIDAYS

Transatlantic tour operator Virgin Holidays needed to level-up their post-purchase emails and keep customers engaged in between their planned travels. They partnered with Movable Ink to create a fun augmented reality experience in email that let customers envision themselves in the background of their upcoming destination or an exotic locale.

THE CHALLENGE: ELEVATING TRAVEL EXPERIENCES FOR EVERY CUSTOMER

Virgin Holidays has built its brand on being the best, not necessarily the cheapest. By leading with their hearts and challenging conventions of conformity and uniformity, Virgin Holidays goes above and beyond to fulfill customer expectations and impress



Movable Ink has allowed us to stay ahead of the curve when it comes to personalized content within emails."

— LIAM SAVAGE

Executive, Digital and Customer Engagement

them with incredible experiences. That means every customer interaction needs to demonstrate why the customer might pay a little extra to have Virgin Holidays manage their holiday plans.

One of most critical times to reinforce their value is right after a customer makes a purchase, which means that their post-purchase/pre-travel email communications need to be a level above what they might get from the generic travel companies they have done business with in the past. Since travel is a cyclical business, Virgin Holidays needed a fun and compelling way to stay top of mind in the months between a customer's planned travel.

The first area where Virgin saw an opportunity for improvement was in their pre-travel email series. Following the initial excitement of booking a trip, Virgin Holidays wanted to improve the customer's travel experience by increasing anticipation and decreasing anxiety.



Virgin Holidays wanted to be the first to try AR, especially because there are so many applications in real life."

— LIAM SAVAGE

Executive,

Digital and Customer Engagement

DELIGHTING CUSTOMERS WITH AUGMENTED REALITY IN EMAIL

Virgin Holidays developed two email campaigns that used Movable Ink's AR (augmented reality) functionality to drive engagement and encourage social sharing. The first AR email campaign was targeted to customers with an upcoming stay. Labeled "Future Forecast," the campaign enabled customers to launch an AR experience directly from their email without having to download an app.



With the Future Forecast experience, customers could overlay themselves on the background of their upcoming destination and take a picture with their phone or computer that could then be shared via email and social media. Movable Ink's built-in AR capabilities made it very easy for Virgin Holidays to take advantage of an emerging technology to let customers easily envision themselves at their holiday destination several weeks prior to their trip.

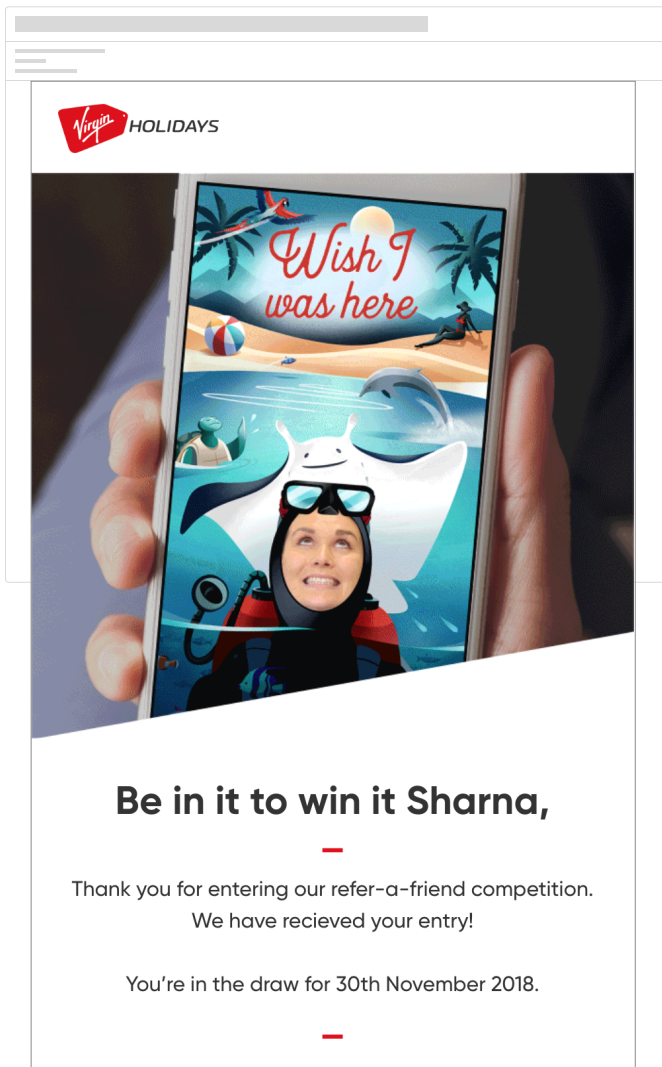
The second AR email campaign, "Wish You Were Here," enabled customers who had not yet booked a future vacation to take caricature-like photos, switching between five different destinations in the US: New York City's Statue of Liberty, Hollywood, Las Vegas, Florida, and a scuba diving destination. Images from the email were available to share and served as entertainment and brand exposure for customers who were "between holidays."



We wanted to add a fun element to email, and we did this by adopting a AR in our campaigns, which generated great results and engagement”

— LIAM SAVAGE

Executive, Digital and Customer Engagement



DRIVING OUTSTANDING RESULTS AND CUSTOMER ENGAGEMENT

The first AR email campaign, 'Future Forecast,' generated:

- **81%** unique open-rate
- **25%** unique click-through-rate
- Significant traction on social media
- **8%** uplift in organic reach (OR) vs. the typical 'Ready To Travel Program' emails
- **25%** uplift in click-through-rate vs. the typical 'Ready To Travel Program' emails

The second AR email campaign, 'Wish You Were Here,' which was part of the regular business-as-usual (BAU) emails, yielded:

- **40%** increase in unique open-rates
- **75%** increase in click-through rates
- **50%** of participants spent 60+ seconds engaging with the experience
- **50%** of those that engaged with the experience took a selfie
- **45%** of those who took a selfie shared it on social media

Virgin Holidays plans to continue using Movable Ink's AR email capabilities to further resonate with their customers and capture the right timing in the customer journey. Specifically, Virgin Holidays wants to use Movable Ink's technology for BAU emails as well as 'Booking Celebration' emails after a customer books a vacation.

ABOUT MOVABLE INK

Movable Ink helps digital marketers create visual experiences that move people. More than 650 of the world's most innovative brands rely on Movable Ink's visual experience platform to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 250 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London.

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