

Desire to vacation isn't gone:

59%

of travelers still plan to take a vacation in 2020 and 14% say they plan to in 2021

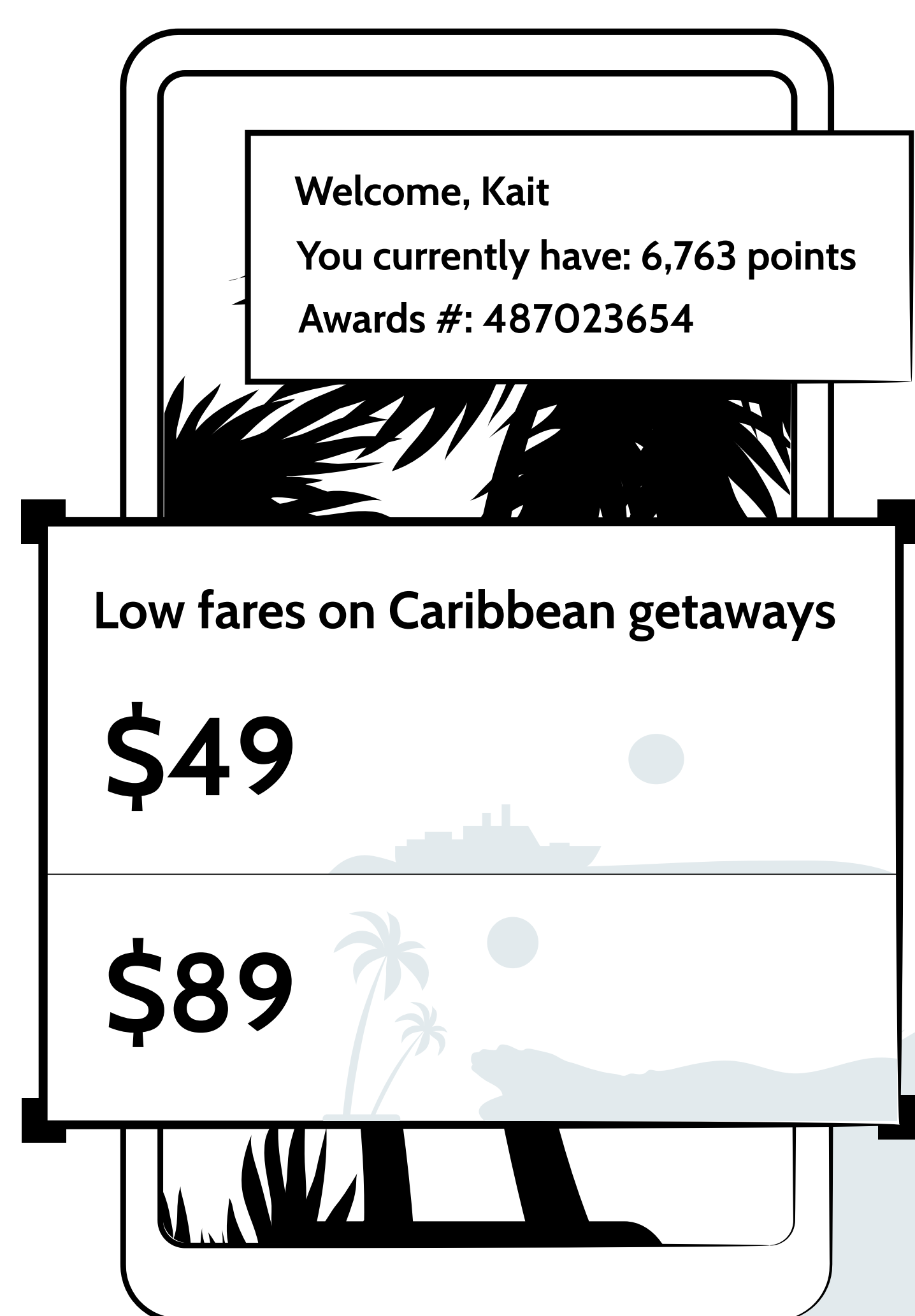
Of those, only

30%

have an upcoming booked stay



To engage travelers now and encourage them to book for later, get personal



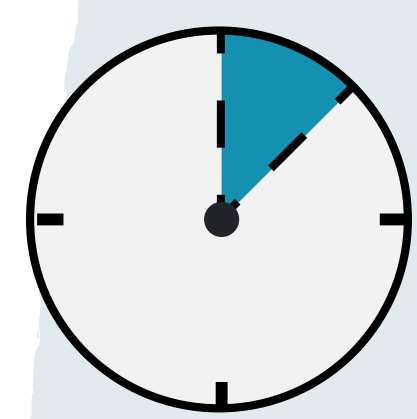
87%

of consumers are more likely to do business with travel companies that personalize experiences

72%

of consumers only engage with marketing messages that are customized to their specific interests

Liveclicker makes personalization easy and cost-efficient for travel brands



7 minutes is all it takes

to start adding advanced personalization to your campaigns



\$17% lift in revenue

Marketers can see a 17% revenue lift over basic personalization by using Liveclicker

5 actionable steps for travel marketers

Make a fast impact and stay essential with personalization



1. Communicate confidently with the power of the 'take back'

Circumstances change quickly for travel brands. Use adaptive content, capable of being adjusted even after it's sent, to keep messages accurate as locations, pricing, and offers change.



2. Reassure wary travelers that it's safe to take a trip

Give travelers a firsthand view of what you're doing to keep them—and your employees—safe. Embed videos showing all the steps you're taking to keep everything clean and how-to guides for a smart, safe journey.



3. Stay valuable and relevant to subscribers on the move

Design your messages to adapt alongside travelers on their journeys. Use location data pulled at the moment of open to serve geo-targeted content and localized maps.



4. Inspire a wish-you-were-here sensation that sells tickets

Use real-time weather data to highlight the sublime weather conditions at your destinations. Equip customers with a live forecast of weather through their journey so they can pack accordingly and come prepared for a great experience.



5. Get loyalty members excited to book their next trip

Connect loyalty program members with your brand beyond plain text. Integrate data like past adventures or a running tally of miles earned into dynamic personalized images and captivating animations. Give them a constant, dazzling reminder of the perks of traveling with your brand.

Easy, efficient, effective personalization

Building experiences like these is fast and easy through the Liveclicker platform.

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