

## CASE STUDY

# icelolly.com boosts conversions using Facebook Audiences in automation programs



Founded in 2005, icelolly.com is the UK's fastest growing comparison website. Customers can compare and save on millions of package holidays, cruises, flights, and car rentals from leading UK travel companies.

### AIM

The marketing team at icelolly.com works tirelessly to deliver personalized customer experiences. This was no better highlighted than in the brand's 2018 dotties win: combining tech power to innovate.

As part of its personalization strategy, the brand decided to add the Facebook Extension into its business-as-usual marketing programs in Engagement Cloud. The tool would re-target engaged email subscribers who had stated their preferences. The brand would move audiences along the customer journey – from awareness to consideration and conversion – by providing highly relevant Facebook ads.

**17%**  
conversion rate  
from Facebook

## SOLUTION

icelolly.com recognized that increasing its reach across other channels, like Facebook, would help drive conversions. Using Engagement Cloud, icelolly.com has been able to push data from one channel to another and achieve an omnichannel approach to marketing. So far, the brand has engaged seven audience types.

Engaged contacts are served with targeted ads that reflect their individual data, such as location (i.e. local airport), which maximizes the relevancy of the message.



icelolly.com currently uses the all-inclusive preference list as an active audience to target on Facebook. Those who say they are interested in all-inclusive packages or holidays (in the brand's preference center) will receive highly relevant targeted ads on Facebook.

People will be encouraged to continue their search – a seamless way of returning potential customers to the path to purchase.

Destination price alert triggers, which generate open and click rates of 41% and 35% respectively in email, are a key example of retargeting. For example, subscribers who have signed up for destination alerts will be further notified through targeted ads on their social feed. Combined with email, the Facebook Audience extension increases relevancy in the overall customer journey.



## RESULTS

icelolly.com generated a 17% conversion rate from Facebook. What's more, retargeting ads have seen a 3% higher conversion rate than general social ads – which we can attribute to increased relevancy. Delivering the right message to the right person at the right time has also bolstered customer satisfaction – Trustpilot reviews are at an all-time high.



### Client



### About

icelolly.com's growing stature as one of the UK's leading travel brands has been recognized by customers and the industry alike.

**Established:** 2005  
**Industry:** Price comparison website  
**Product:** Holiday  
**Headquarters:** Leeds, UK  
**Location:** United Kingdom  
**Employees:** 40

### Client response

"The Facebook Audience Extension has given our retargeting efforts a new lease of life. Rather than relying on manual processes, we now have a fully automated system in place that leverages the data of our social channel to connect with potential customers in a seamless fashion. It just goes to show that being smart with your data is the key to customer engagement"

Jonathan Kirk, Email Manager at icelolly.com

### Stat highlights

**17%** conversion rate from Facebook.  
**3%** higher conversion rate than general social ads

### Engagement Cloud tools utilised



dotdigital is a leading customer engagement technology provider with data-powered automation at its core. Engagement Cloud is the platform of choice for businesses seeking to engage customers across all touchpoints. The platform's features empower 4,000+ brands across 150 countries to acquire, convert, and retain customers. Users can connect customer data, surface powerful insights, and automate intelligent messages across email, SMS, social, and more.