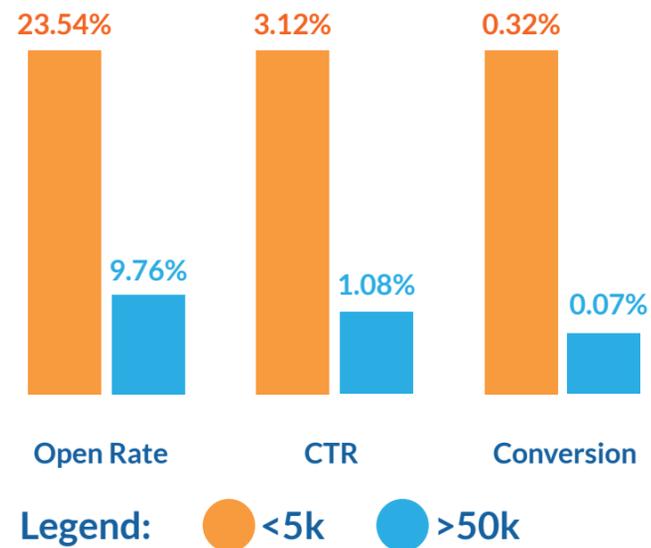


The Power of Segmentation

Database segmentation allows marketers to send the right email to the right audience. To prove the importance of segmentation, we analyzed one-time promotional emails sent from Revinate Marketing customers. Globally, campaigns going to less than 5000 recipients get opened more than twice as often as campaigns going to more than 50,000 recipients.

Global Engagement by Segment Size



Most Important Segments



To see more email benchmarks, check out our Hotel Marketing Benchmark Report.
<https://www.revinate.com/benchmark/marketing/>

It's Simple Math...

Scenario 1: Hotel sends 1 email to 50k people

$$50k \times 0.07 = 35$$

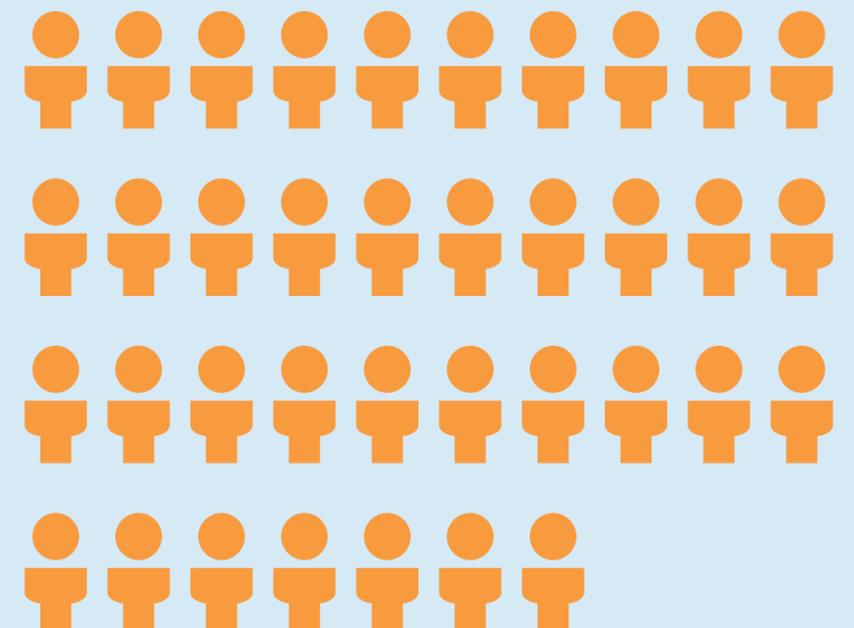
Emails Conversion Rate Reservations



Scenario 2: Hotel sends 10 segmented emails to 5k people each

$$5k \times 0.37 \times 10 = 185$$

Emails Conversion Rate No. of Groups Reservations



= 5

With the same amount of customers being emailed and just a little more effort, you can drive 5 times the number of reservations with segmentation.