



RevinatE Insiders Campaign of the Month

Subject Line: *[GUEST TITLE] [GUEST FIRST NAME] [GUEST LAST NAME], we've missed you!*

This email campaign by **Dunboyne Castle Hotel and Spa** checks all the boxes with a clean, on-brand design, personalized message, exclusive offer, and clear call-to-actions. Plus, it was disseminated to a highly targeted segment of their database. We're giving it an A+!

Segment: Direct Booking Channels, Stayed between March - September, 2016

36.3%
open rate

16.3%
CTR

21
reservations