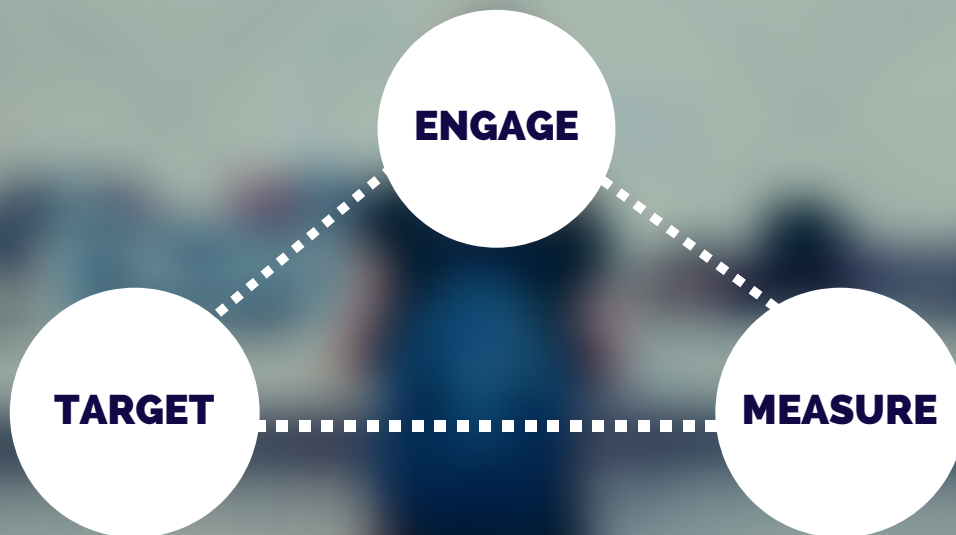




TRAVELIO SUCCESS STORY



ABOUT TRAVELIO

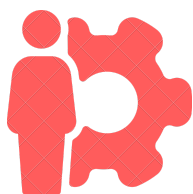
Travelio.com is the leading online short-term home rental marketplace based out of Jakarta, Indonesia. The company provides customers with professionally managed properties ranging from apartments and villas, to houses and hostels. Travelio offers a negotiation platform where travellers get to decide how much they are willing to pay for an accommodation and owners to have a dynamic pricing tool to manage their properties.

ABOUT BETAOUT

Betaout is an all-in-one E-commerce Marketing Automation Tool. Using the power of real-time segmentation and hyper-targeted personalisation, Betaout enables e-commerce marketers to automate customer engagement across multiple channels including Email, Mobile Push, On-site, Browser Push, SMS, Live Chat and tools such as Cart Recovery, Campaign Builder, Dashboard Builder, Promocode Manager and Facebook Retargeting.

TRAVELIO'S PAIN POINTS

UNAVAILABILITY OF A ONE-STOP SOLUTION TO EXECUTE CROSS-CHANNEL CUSTOMER ENGAGEMENT



SOLUTION & IMPACT CREATED

USING BETAOUT FOR OMNI-CHANNEL ENGAGEMENT HELPED INCREASE THE SPEED OF EXECUTION BY

2X ↑

LACK OF A COMPREHENSIVE ANALYTICS MODULE MADE TRACKING AND REPORTING A CHALLENGE



BETAOUT'S RICH ANALYTICS RESULTED IN ENHANCED VISIBILITY FOR ALL STAKEHOLDERS



HIGH BOUNCE RATE ON WEBSITE FOR VARIOUS LIFECYCLE STAGES RESULTING IN WEAK FUNNEL PERFORMANCE



USE OF ON-SITE TARGETING RESULTED IN AVERAGE REDUCTION OF BOUNCE RATE FOR VARIOUS STAGES OF MARKETING FUNNEL BY

30% ↓

WHAT BETAOUT OFFERS

The All-in-one Ecommerce Marketing Software

Know your customers. Personalise every message. Deliver across channels.



FROM THE TRAVELIO TEAM

"We wanted to solve the challenge that we were facing - a tool that fulfills all our needs in a single place. From getting rich analytics for our campaigns to having a one-stop tool for all the marketing channels relevant to our customer engagement strategy, Betaout has been seamlessly delivering the value we were proposed and we had expected. So far, we've more than doubled our speed of execution on our marketing campaigns, reduced our average bounce rate by 30%, and more. Would highly recommend them to any e-commerce store who wants to build long lasting relationship with their customers.

Hendry Rusli
CEO & Co-founder
Travelio.com

Betaout

Humanizing Ecommerce Experience

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