



Suntransfers to Boost Black Friday ROI with Brevo

Industry	Travel and Tourism
Website	suntransfers.com
Plan	Enterprise

Brevo

Suntransfers is a leading airport transfer company offering unrivaled services like private transfers, VIP/executive cars, minibusses, coaches, and shared shuttles catering to all customers and group sizes in over 700 gateways worldwide.



Black Friday focus: Online sales

Campaign execution

Brevo usage:

- Email Campaigns
- Marketing Automation
- Transactional Email
- Transactional SMS
- Plugins and Interactions

Customer segments to target:

- Engaged customers
- Dormant customers
- Recent buyers

Channels to target:

- Email
- SMS
- Social Media
- Paid Ad

Promotional messages:

Postcards and emails showcasing a variety of discounted travel destinations to engage customers.

Urgency drivers:

Countdown timers within messages to create a sense of urgency and encourage quick bookings.

Exclusive alerts:

Customers who subscribe to SMS will be the first to learn about the promotion.

Measuring success

Suntransfers expects Black Friday promotions to significantly impact their bottom line, focusing on boosting sales, revenue, and EBITDA.

Their core KPIs to track this year:

- Sales
- Revenue
- Average booking value
- Booked destinations
- Customer acquisition costs



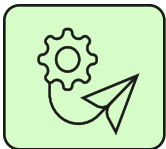
Performance will be evaluated by comparing metrics before and after the promotion and year-on-year results.

To achieve targets, Suntransfers will leverage Brevo's features, such as:



Marketing Platform:

- Efficiently targets audiences using advanced segmentation.
- Delivers personalized offers at scale through automation.



Transactional API:

- Handles up to 120,000 emails per minute.
- Ensures 99% deliverability for seamless customer communication.

This combination of precise targeting and reliable email delivery helps maximize engagement, ensuring a healthy ROI during the critical Black Friday period.



"With Brevo, we have optimized our email campaigns and streamlined our CRM processes. This has enabled us to create great customer experiences and significantly increase engagement."

Tom Spoelstra. Head of CRM at Suntransfers



Steer your brand toward profitable growth



Follow Suntransfers' lead and elevate your Black Friday strategy with Brevo. We are the ultimate all-in-one marketing platform for Black Friday and all year round.

Schedule a meeting to see how this success story can become yours.

[Book strategy session](#)