

# G Adventures Case Study

## Creative Use of ion Custom Landing Pages Triples Output of Custom Travel Division

Taking the sales and customer service lead with the ion platform

### BACKGROUND

G Adventures is the leading adventure and eco tour company, founded on the core belief that travelers should experience authentic adventures in a responsible and sustainable manner. The company offers hundreds of different adventure tours spanning the globe — even including expedition cruises to Antarctica — with enormous variety in activities, service level and style of travel. In particular, G Adventures specializes in creating customized itineraries for groups and independent travelers.

Customized travel is a high-touch service. After receiving inquiries via phone call, email or website form, G Adventure Specialists must create unique and personalized itinerary proposals for each inquiry.

### THE CHALLENGE

G Adventures first engaged ion's platform to create custom campaigns for **lead generation** via search advertising and email. At the same time, the group travel department was growing, and the company put a greater focus on building this business segment. In order to maintain its aggressive growth rate, G Adventures needed to increase the number of custom travel proposals created for prospective clients. The problem was that proposal creation was a time-consuming process: it took over an hour to prepare a proposal in Word.

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– Greg Hayes, Online Marketing Manager, G Adventures

### THE SOLUTION

After their initial experience with ion, G Adventure specialists realized the platform could also be used to create custom proposals and itinerary pages on the fly without the need for additional design, web development or IT assistance. The ability to rapidly produce rich, customized proposals was essential to helping them meet their business objectives.

After custom travel inquiries come in via phone call, email or website form, G Adventure specialists create a personalized itinerary proposal for each individual or group using the ion platform. Each proposal is created as a two-page "path" including a personalized title, all itinerary details, maps and images specific to the adventure, pricing, terms and conditions, and a photo and contact information of the G Adventure specialist.

When the proposal is complete, an email is sent to the client including a personalized URL for the custom landing pages.

According to Greg Hayes, Online Marketing Manager, "Using ion, we've been able to triple the number of proposals we send out on a weekly basis. We can create a completely personalized proposal in about 15-20 minutes, compared to more than an hour before."

The ion platform-created proposals have had a big impact on customer service as well. Greg says, "Clients love the personalization on the itinerary. It's easy for them to share the URL with others in their group — for example, with a family reunion."

Keeping all the proposals in one place also makes the team more flexible and agile. "Because all Adventure Specialists have access to the console, it's much easier as a team to track when proposals go out, share information and follow up. If one consultant is out for the day, a fellow team member can easily step in," according to Greg.

In their first 8 months of using the ion platform, the G Adventure specialist team has been able to create hundreds of custom landing experiences. Because of their innovative use with ion, G Adventures has been able to increase their output of group and custom travel proposals by 300%.