

# AAA increases customer engagement, doubles click-through rates

## Goals

- Drive brand awareness by leveraging email communications in an engaging way
- Facilitate member interaction through lively, relevant email content
- Spur members to purchase products and services

## Challenges

- Small internal marketing team could not rapidly implement email communications programs due to resource constraints
- Lacked the means to deliver personalized email campaigns to members
- Struggled to maintain ongoing communication with members via their preferred channel

## About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 54 million members with travel-, insurance-, financial-, and automotive-related services. Since its founding in 1902, AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited online at AAA.com.



AAA Ohio, one of AAA's clubs, communicates with its members across many platforms and devices.

Email communication is one of its primary communication methods for driving member engagement and sales. The organization was looking for a more effective way to make its email communications stand out from the clutter in members' in boxes and wanted to leverage creative, personalized content to achieve this. In addition, the company wanted to demonstrate its personal connection with members by sharing real-time, relevant content via email. However, AAA Ohio was resource strapped and needed to create, implement and distribute these campaigns using just a two-person marketing team.

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To overcome this, AAA Ohio worked with Liveclicker for two of its major email marketing campaigns, Great Vacations Travel Expo and Travel Destinations, leveraging RealTime Email's LiveForecast functionality to solidify its personal connection with members.

## Great Vacations Travel Expo

The first campaign using the LiveForecast tool was created to drive traffic to AAA's annual Great Vacations Travel Expo. The expo is held in cold, snowy, central Ohio in January, and is focused on planning vacations for the coming year. Much of the offline marketing features a "Get Out of the Cold" message. By implementing the LiveForecast tool in its email communication to over 125,000 members, AAA was able to demonstrate the key advantage to leaving temperatures of 20-30 degrees in the user's location by contrasting real-time weather temperatures between 70-80 degrees in its chosen destination, Punta Cana in the Dominican Republic. The emails sent using LiveForecast within RealTime Email increased click-through rates by 8-10 percent over expectations.




## Travel Destinations

AAA's second email campaign was sent to 128,000 recipients and was heavily focused on driving sales for warm weather destinations. AAA Ohio used LiveForecast to provide a comparison between the member's location and warmer travel destinations. The campaign resulted in a 31 percent increase in click-through rates, double the average click-through rate of similar email campaigns. Using LiveForecast to engage with members, AAA was able to achieve its goal of increasing sales through the member's preferred fulfillment channel: phone, online, or in-person.

## Next Steps for LiveForecast

In the future, AAA plans to focus more on personalized, real-time content by working with Liveclicker to develop a three-part email campaign for its post-cruise booking program. The real-time weather update will provide members with tips for preparing and packing for their upcoming trips with three individual emails kicking off after booking, two weeks before their scheduled trip, and the final communication days before their scheduled vacation.

## Results

-  Increased click-through rates by 8-10 percent over expectations for its Great Vacation Travel Expo campaign
-  Doubled click-through rates for its Travel Destinations campaign
-  Email campaigns quickly and easily developed with little in-house resources