

# 2021 Email Marketing Report

TOURISM IRELAND





# 249,947

TOTAL SUBSCRIBERS

48% GROWTH YOY

BOOST ATTRIBUTED TO LEAD GENERATION CAMPAIGNS



**24.4%**

AVERAGE OPEN RATE

+9% YOY

**2.3%**

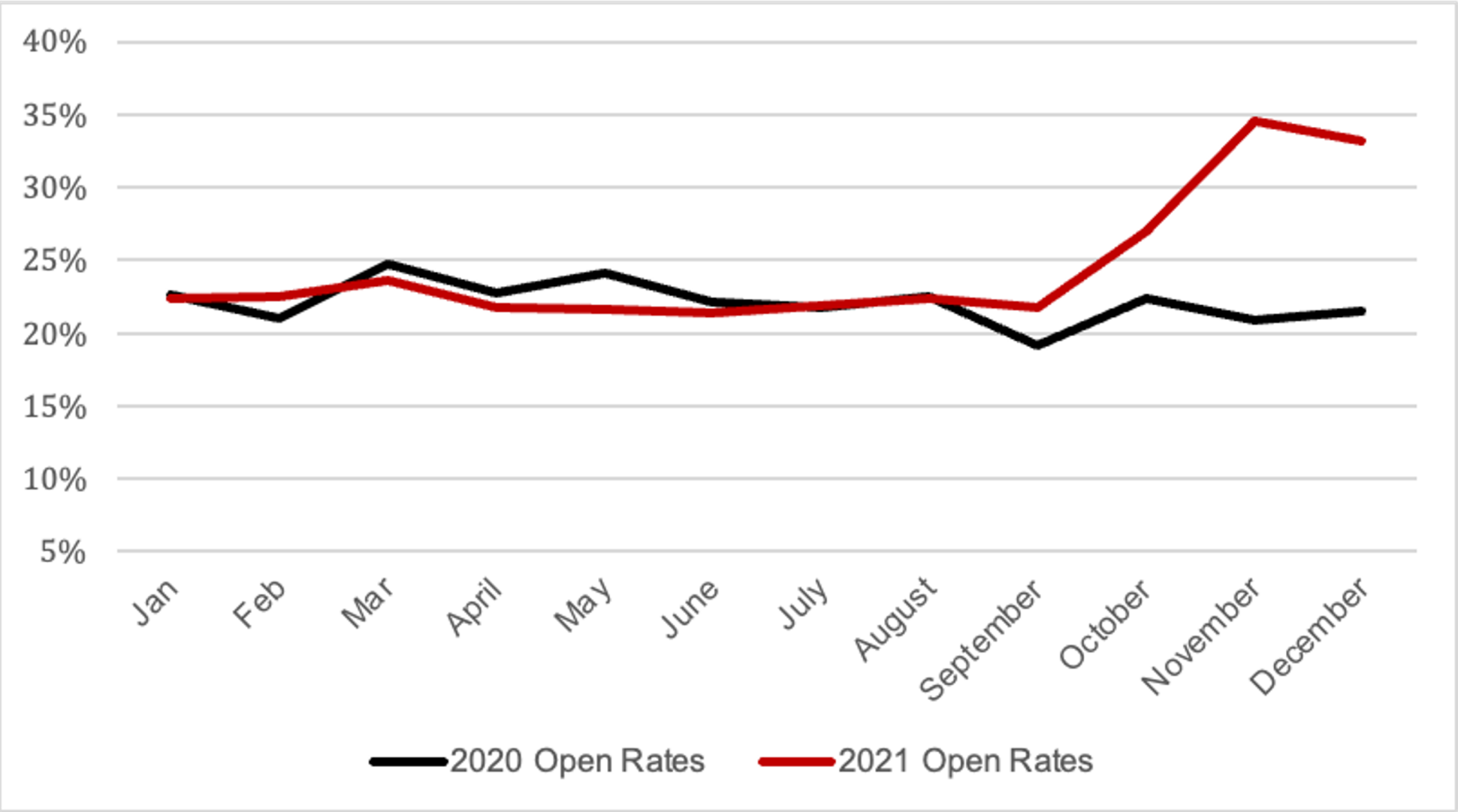
AVERAGE CLICK RATE

+25% YOY

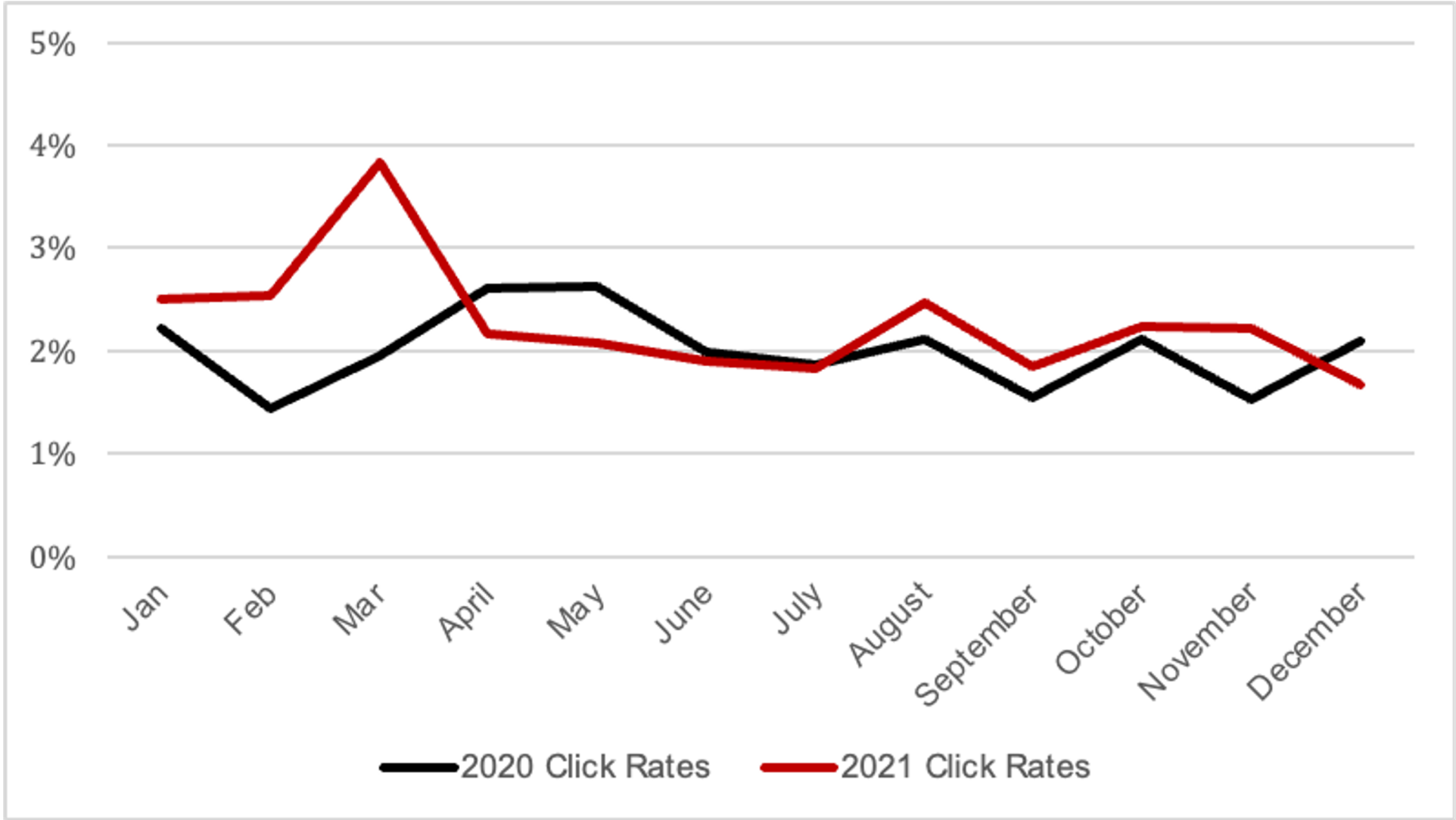
**9%**

AVERAGE CLICK-TO-OPEN  
RATE

MAINTAINED YOY



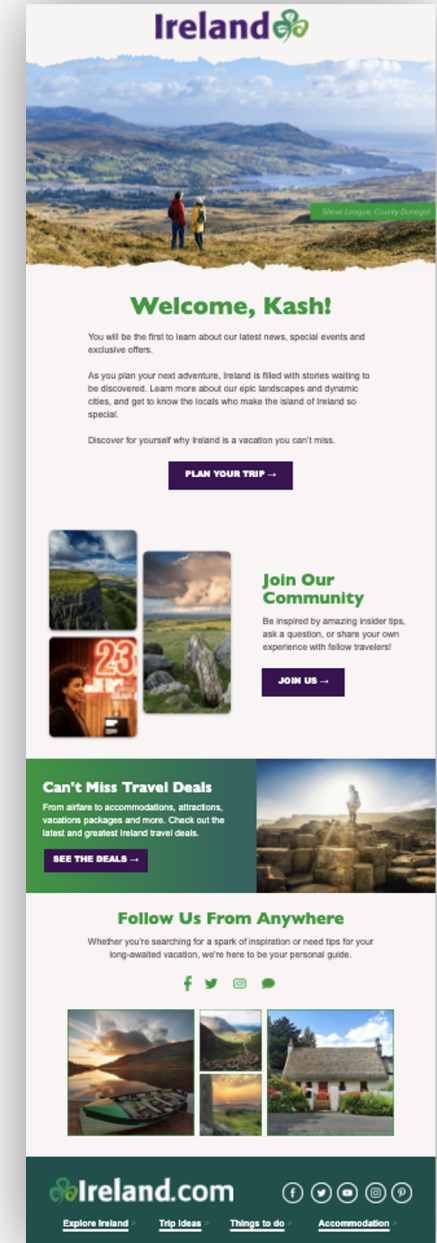




# 2021 Welcome Series New Creative Results

- Email 1 New Open Rate: 52%
  - Previous Creative Open Rate: 42%
- Email 1 New Click-to-Open Rate: 26%
  - Previous Creative Click-to-Open Rate: 19%

*\*These results are prior to the start of the lead generation campaign where 60k leads were imported and impacted results.*



# 2021 Welcome Series New Creative Results

- Email 2 New Open Rate: 42%
  - Previous Creative Open Rate: 35%
- Email 2 New Click-to-Open Rate: 28%
  - Previous Creative Click-to-Open Rate: 28%

*\*These results are prior to the start of the lead generation campaign where 60k leads were imported and impacted results.*

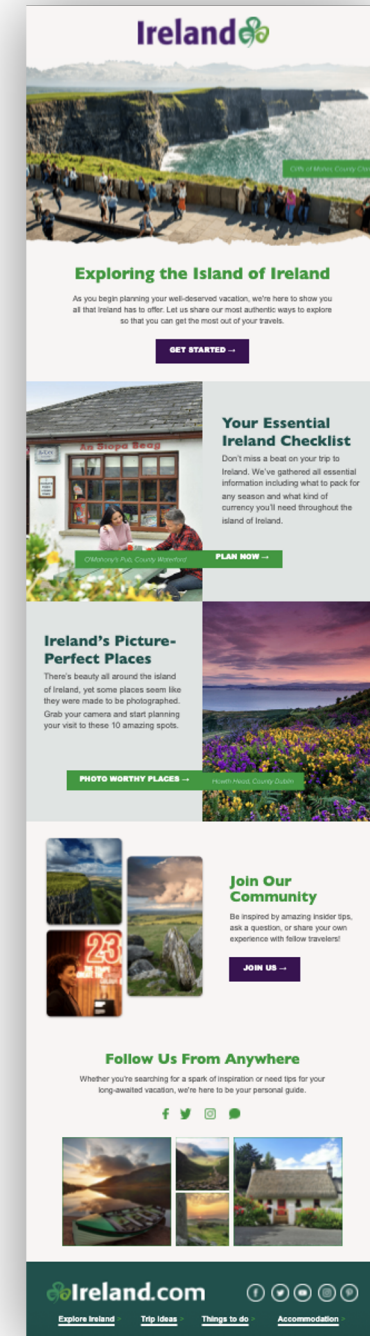




# 2021 Welcome Series New Creative Results

- Email 3 New Open Rate: 40%
  - Previous Creative Open Rate: 31%
  
- Email 3 New Click-to-Open Rate: 26%
  - Previous Creative Click-to-Open Rate: 18%

*\*These results are prior to the start of the lead generation campaign where 60k leads were imported and impacted results.*



# Overall 2021 Welcome Series

Email 1 Open Rate: 54%

Email 2 Open Rate: 45%

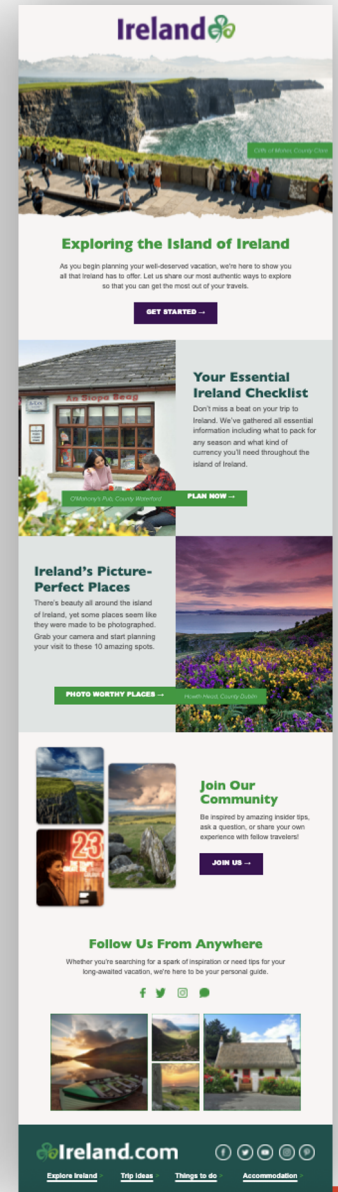
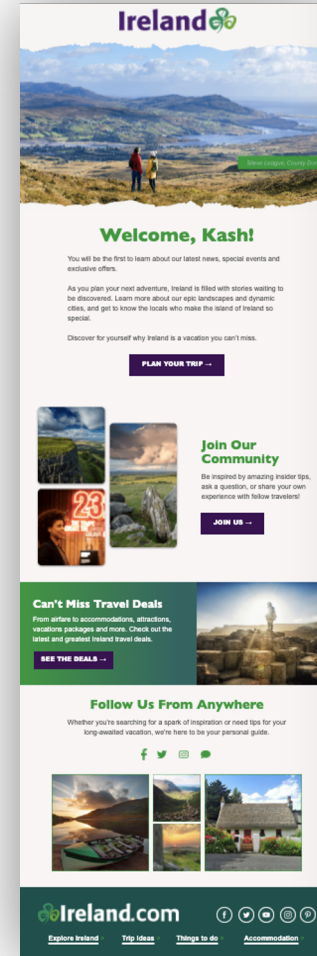
Email 3 Open Rate: 36%

Email 1 Click-to-Open Rate: 15%

Email 2 Click-to-Open Rate: 12%

Email 3 Click-to-Open Rate: 11%

*\*These results are inclusive of the lead generation campaign leads.*



# Most Opened Email Campaigns

- October 6
  - Open Rate: 24.8%
  - Subject line: We Can't Wait to See You
- March 17
  - Open Rate: 24.7%
  - Subject line: Happy St. Patrick's Day, Name
- October 13
  - Open Rate: 24%
  - Subject line: Ireland Journeys for Every Interest

INDUSTRY AVERAGE – OPEN RATE: 16.4%



# Least Opened Email Campaigns

September 29

Open Rate: 15.5%

Subject line: It's Time to Press the Green Button

June 16

Open Rate: 20.6%

Subject line: Celebrate Bloomsday Today

June 30

Open Rate: 21%

Subject line: Why Connemara Should Be On Your Go List

INDUSTRY AVERAGE – OPEN RATE: 16.4%

# Most Clicked Email Campaigns

- March 24 – 10 Secret Spots in Ireland
  - Click Rate: 4.8%
  - Content: 10 Secret Spots, 6 Golf Courses, 6 Cycling Routes, St. Patrick's Day Video Recap, Titanic Belfast
- March 17 – St. Patrick's Day
  - Click Rate: 4.7%
  - Content: Liam Neeson video, Live From Dublin Facebook, Drone video
- Nov 3 – Warmth of Ireland
  - Click Rate: 3.7%
  - Content: Castle Accommodations, Belfast Pubs, Five Cozy Retreats, How to Make Irish Coffee

INDUSTRY AVERAGE – CLICK RATE: 1.7%

Fill your heart with Ireland

**Ireland's Hidden Treasures**

Discover the most beautiful destinations where the locals love to go.

[SEE THE LIST](#)

**6 Incredible Golf Courses in Ireland**

Test your senses and put your skills to the test on Ireland's scenic golf courses.

[TOP COURSES](#)

**6 Amazing Cycling Routes**

Conquering mountains and castles, cities and villages, a healthy bicycle ride through Ireland is one of the most exhilarating ways to experience the land.

[CHECK IT OUT](#)

**Video: St. Patrick's Day Recap**

We hope you and your loved ones were able to join our St. Patrick's Day at Home event last week! Take a slight detour to share our traditions and connect over music and laughter. Take a moment to relive some of the highlights, and know that we can't wait to be with you again next year.

[WATCH NOW](#)

**A Titanic Tale in Belfast**

While you're dreaming of Ireland at home, discover the legend of RMS Titanic. Before this mighty ship departed, the Titanic was built in Belfast, Northern Ireland – and the legacy lives on in the ship gallery exhibit of Titanic Belfast, the world's largest Titanic visitor experience.

[DISCOVER THE TALE](#)

See here for details on the latest news related to COVID-19 and travel to the island of Ireland.

Ireland.com

Fill your heart with Ireland

**Liam Neeson Wishing You a Happy St. Patrick's Day**

St. Patrick's Day may be a little different this year, but in our hearts the celebrations will never cease. Join actor and Northern Ireland native Liam Neeson on a virtual journey of the island of Ireland that will fill your heart on this special day.

[WATCH NOW](#)

**Live from Dublin**

Don't miss it! The St. Patrick's Day festivities are kicking off soon on Facebook and YouTube. Tune in to our livestream from all around the island of Ireland, beginning at 5:30 p.m. ET from Johnnie Fox's Pub, and enjoy the party from the comfort of your home. Incredible acts and surprises are on the way!

[JOIN US](#)

**St. Patrick's Day from Above**

Enjoy this spectacular sight of 300 drones lighting up the Dublin night with traditional symbols to wish the world a Happy St. Patrick's Day from the island of Ireland.

[WATCH THE VIDEO](#)

See here for details on the latest news related to COVID-19 and travel to the island of Ireland.

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Ireland

**Spend a Night in These Luxurious Castles**

A warm Irish welcome awaits when you spend a night (or longer) in one of these luxurious castles. From the celebrated halls of Ashford Castle in County Mayo to intriguing coastal views from Ballybeg Castle in Northern Ireland, each of these elegant abodes offers a quiet respite and a warm welcome.

[6 LUXURY STAYS](#)

**10 Brilliant Pubs in Belfast**

Belfast's pubs are the perfect spots to sit back with a pint and enjoy the craic (fun). Find 10 of the must-visit watering holes including the beautifully crafted Crown Liquor Saloon and White's Tavern – one of the oldest bars in Belfast.

[SEE THE PUBS](#)

**The Coziest Country Retreats**

Fresh air and scenic beauty make these five rural retreats truly magical. Cozy up with a good book and relax by the fireplace on a farm, in a B&B and even in a lighthouse!

[EXPLORE MORE](#)

**How to Make a Classic Irish Coffee**

Is there anything more soothing than sipping a glass of traditional Irish coffee? Discover the secrets of making this warming drink and find which to order the best of the best across the island of Ireland.

[IRISH COFFEE TIPS](#)

**10 Day Self-Drive From \$998 Per Person**

Enjoy a high-end tour of Ireland from our friends at Crystal Travel & Tours including Dublin, Westport and Killybegs.

[LEARN MORE](#)

See here for details on the island of Ireland's reopening.

Ireland.com

# Least Clicked Email Campaigns

- June 16 – Bloomsday
  - Click Rate: 1.2%
  - Content: Bloomsday, Seamus Heaney video, Literary Legends Quiz
- Sept 1 – Stories of the Titanic in Northern Ireland
  - Click Rate: 1.4%
  - Content: Titanic Belfast, 5 Tales of the Titanic, Belfast's Titanic Legacy, 10 Amazing Places in Northern Ireland Video
- May 26 – Sustainable Travel in Ireland
  - Click Rate: 1.4%
  - Content: Sustainable Ireland, 7 Sustainable Adventures, Guide to Sustainable Travel, Slow Down in Ireland

INDUSTRY AVERAGE – CLICK RATE: 1.7%

Fill your heart with Ireland

### A Uniquely Irish Summer Festival

Dublin's literary heritage comes to life on Bloomsday every June 16, with a citywide celebration of James Joyce's "Ulysses." Brush up on the epic novel, join the online event and get inspired to follow in the footsteps of Leopold Bloom when the in-person festivities return next summer.

[START READING --](#)

**Watch: The Words of Seamus Heaney**

The power of Seamus Heaney's poetry has inspired generations of artists. Follow along as actor Liam Neeson shares meaningful words from the Nobel Prize-winning poet, and learn more about what you'll uncover at the Seamus Heaney HomePlace in Northern Ireland's Bellaghy.

[GET INSPIRED --](#)

**Quiz: How Well Do You Know Ireland's Literary Legends?**

Scores of poets and authors have put the island of Ireland on the literary map. But how well do you know these celebrated writers? Brush up on your knowledge with our interactive quiz.

[TAKE THE QUIZ --](#)

See [here](#) for details on the island of Ireland's reopening.

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### Titanic Belfast: Inside the Legend

Step into Titanic Belfast in Northern Ireland, one of the world's leading attractions that goes behind the scenes of the famous passenger liner. Belfast was the birthplace of RMS Titanic — and today, within sight of the dock on Maritime Mile, stands the gleaming, nine-story visitor experience. In this unique structure, you can follow the journey of Titanic from the original drawing offices to the stories of the tragic aftermath.

[INSIDE TITANIC --](#)

### 5 Tales of the Titanic

Look behind the legend with five little-known tales of the Titanic from across the island of Ireland. From insights into the shipbuilders to the families and sea-ports connected to the Titanic, these are the stories that will move you.

[READ THE STORIES --](#)

### Belfast's Titanic Legacy

It's here that Titanic's soul, story and some are etched into the city of Belfast. Learn facts about Titanic from locals, dine in ship-inspired restaurants and discover other unique Titanic experiences all throughout the city.

[SEE MORE --](#)

### 10 TOP AMAZING PLACES IN NORTHERN IRELAND

**Watch: 10 Amazing Places in Northern Ireland**

Titanic Belfast is just one extraordinary experience you'll discover in Northern Ireland. Delve deeper into this land where you'll discover the rare beauty of the Dark Hedges, climb into the clouds in the Mourne Mountains, and meet welcoming locals in every city and village you explore.

[WATCH NOW --](#)

See [here](#) for details on the island of Ireland's reopening.

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### Responsible, Sustainable Travel in Ireland

Sustainable travel means protecting our environment while also supporting local communities, preserving traditions and exploring responsibly. Discover how every area on the island of Ireland is adopting sustainable travel initiatives and how you can do your part when the time is right to visit.

[GET MORE TIPS --](#)

### 7 Sustainable Adventures in Ireland

Traveling responsibly around the island of Ireland can be truly rewarding. From sipping wines made from foraged fruit to gently hiking among bioluminescent waters, sustainable exploration is easy to accomplish when you're ready to visit Ireland.

[DISCOVER SUSTAINABLE TRAVEL TIPS FOR TRAVEL --](#)

### Your Guide to Sustainable Travel

When you're ready to travel, we're here to make it simple for you every step of the way. Learn simple tips for protecting Ireland's natural and cultural treasures when you visit, and how you can easily offset your carbon footprint at any point in your travels.

[TREAD LIGHTLY --](#)

### Explore at Your Own Pace

The island of Ireland was meant to be savored. Discover some of our favorite slower-paced activities — from boating to strolling through off-the-beaten-path preserves — where you can take time to appreciate your surroundings.

[PACE YOURSELF --](#)

See [here](#) for details on the latest news related to COVID-19 and travel to the island of Ireland.

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# Key Takeaways

# Key Takeaways

- Manual vs. automation results
  - The Control Group is generating higher average open and click engagement than the automated emails.
    - The Control Group has an average 37% open rate and 7% click-to-open rate.
    - The Automated emails have an average 35% open rate and 6% click-to-open rate.
    - There is typically just one partner offer incorporated into the manual Control Group sends vs. an average of three offers in the automated deployments.
  - On average, manual emails in 2021 generated over **1,000** unique clicks per email in comparison to automated emails that generated an average of **359** unique clicks per email.
    - The top clicked content for automation was Irish Coffee.
- Top performing months
  - March (St. Patrick's Day and Hidden Gems content) and February (Castles and Culinary content)
    - Both months were both still pre-"Go" phase of COVID-19 reopening with consumers stuck inside. They also featured emails with themes around topics people tend to love / engage with more.
    - This is also the timeframe of consumers planning for summer travel. Q1 is a pristine time to hit subscribers with those important messages.

# Key Takeaways

- Lead generation tactics and performance
  - Decrease in Welcome Email decrease performance
    - Since the lead generation campaigns started running, open rates in the welcome series have remained steady but click rates have significantly decreased. From Jan-Sept (prior to the lead gen campaign), the click-to-open rate was a steady 26% but then from Oct-Nov (post launch of the lead gen campaign), the click-to-open rate dropped to 14% in Welcome 1.
      - In Welcome 2, the click-to-open rate prior to the lead generation campaign was 28% but then dropped to 12% after the campaign launched.
    - It's typical to see variances in engagement when new leads are introduced to a database but important to determine what needs adjusted to combat these variances.
      - We can either adjust the welcome email campaigns for the ongoing influx of leads or evaluate the methods at which the lead sources are being collected and how we're communicating that people are signing up for email.

# Key Takeaways

- Lead generation tactics and performance
  - Weekly lead generation subscriber performance
    - Since the lead generation campaign began running, click rates week over week have decreased.
      - But, website pages per session and average session duration have both increased in this timeframe. Website pages per session increased 31% and average session duration increased 30% from Oct. 1 – Nov. 30 in comparison to the previous period. This shows that the new leads who are engaging are extremely valuable and we need to find ways to nurture the new unengaged leads to become more engaged.
  - Number of active lead generation subscribers
    - There are 25k active, engaged Facebook lead gen subscribers who are generating a 3.6% click rate and 37% open rate (which is higher than the average rates).
    - Overall, there are 52k total Facebook leads in the database.



# Recommendations For 2022

- Re-engagement Campaigns based on click engagement vs. open due to Apple Mail's Privacy Protection
- Offer Driven + Partner Dedicated
  - Seasonal cadence to subscribers previously engaging with offers
  - Automated evergreen offers running year-round
  - Monthly basis to engaged subscribers
- Passion Points
  - Utilize data collected in welcome series to deliver ongoing content that ladders up to the passion points
- Deployment Cadence
  - Once subscribers don't click on an email in x amount of weeks, they will be removed from weekly sends and only receive emails on a bi-weekly basis.
    - Look into opportunities to work in tandem with the automation by deploying an email inquiring what a subscriber is interested in to better tailor the content to them if they aren't engaging with the automated content.
- Moments Strategy
  - Align with key holidays and times of the year (Valentine's Day, St. Patrick's Day, Halloween, + the week after Thanksgiving) by pausing the automated campaigns and setting up additional flows based on user engagement to control the narrative.
    - Also incorporate key, top performing partner offers.
- Lead Nurturing
  - Leverage email engagement to further onboarding experience

**Thank you!**