

The Rokt logo features the word "ROKT" in a bold, white, sans-serif font. To the right of the text is a stylized white icon consisting of three curved lines that suggest motion or a signal.The Forest Holidays logo features a stylized white leaf icon above the text "forestholidays" in a lowercase, white, sans-serif font.

Rokt delivers 34:1 ROI for Forest Holidays

The opportunity

Forest Holidays offers luxury cabin escapes in 10 idyllic forest locations set within the Forestry Commission estate across the UK and wanted to reach a premium, highly targeted audience and grow its email marketing database to gain a competitive edge over its competitors. In addition, Forest Holidays aimed to achieve a positive ROI on its investment and increase overall booking volume.

Rokt worked closely with its strategic partner, dotmailer, the UK's No.1 email marketing automation platform, on the strategy and execution of Forest Holiday's campaign objectives. Rokt leveraged dotmailer's strategy and insight team to do an in-depth analysis of Forest Holiday's value of an email address, which made things very clear when reporting on the ROI.

The solution

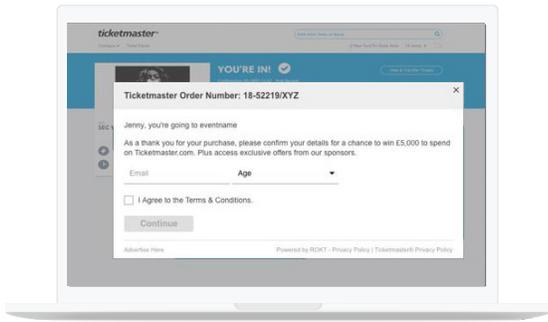
Using insight that consumers are in a shopping mindset following an online transaction and are more receptive to advertiser promotions, Forest Holidays partnered with Rokt and dotmailer to run a five-week-long email referral campaign. The campaign promoted spring breaks, special offers, and the opportunity to subscribe to email newsletters on post transaction pages following an e-commerce purchase.

As part of the campaign, Forest Holidays utilized advanced socio-demographic targeting with CACI Acorn, a segmentation tool that categorises the UK's population into key socio-demographic types. When Rokt's proprietary technology matched the preferred audience segments, consumers were exposed to highly targeted, personalized Forest Holidays creative messages. Rokt's integration with dotmailer allowed consumers who opted into Forest Holiday's email newsletter to be seamlessly onboarded into a targeted welcome program that offered incentives at key points along the customer journey.

“Rokt helped us significantly to acquire new, high quality customers that match our target audience at an extremely cost effective ROI. Compared to our other marketing initiatives, Rokt is one of our top-performing acquisition channels.”

E-commerce Marketing and Sales Insights Manager,
Forest Holidays

The user journey



Customers transact on major e-commerce website

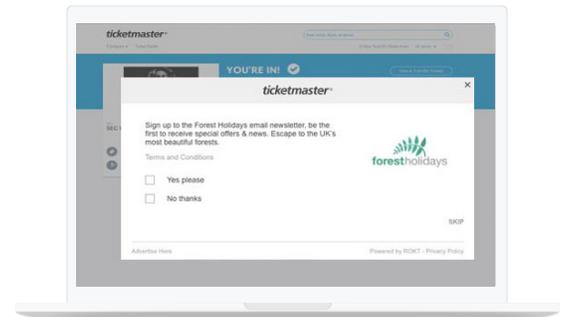
Consumers see an engagement message offering the chance to enter a promotion from Ticketmaster.com

1

Acquire consumers with consent

Consumers continue through the Rokt journey and can easily subscribe to the email newsletters from Forest Holidays

2

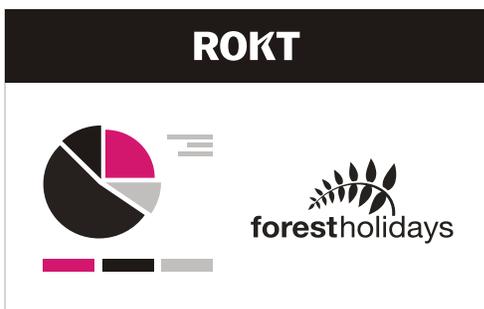


Seamless integration with Forest Holiday's email system

powered by dotmailer

Rokt's integration with dotmailer allowed consumers who opted into receiving Forest Holiday's email newsletter to be seamlessly onboarded to a targeted welcome program with incentives at key points along the customer journey

3





The results

ROI

34:1

The increase in basket value and the cost efficiency of the channel led to an ROI of 34:1

CPA

3% OF TARGET COST

Forest Holidays acquired new customers at 3% of its CPA target, realizing a 97% efficiency with Rokt

Engagement Rate

8.2%

Percentage of consumers who opted into the receiving Forest Holidays' email newsletters

“Rokt’s ability to micro-target the Forest Holidays audience in a highly engaged environment on major e-commerce sites is unique. The seamless integration into the dotmailer platform and the highly targeted welcome program resulted in a personalized user experience and astonishing 34:1 ROI.”

Senior Key Account Director,
dotmailer

Rokt solution

Rokt Acquire - Only Rokt connects advertisers to customers when they are most receptive—just as they’ve made an online purchase. Rokt serves native ads into the transactional flows of the world’s leading e-commerce sites at the precise moment their customers are most open to messages from other brands.

With Rokt Acquire, you can:

- Discover new audiences
- Acquire customers at scale
- Increase market share
- Improve marketing ROI
- Drive higher engagement rates
- Build brand awareness
- Drive conversions
- Optimize campaigns to maximize outcomes
- Track campaign performance and manage conversions

To start acquiring new customers, reach out to your **Rokt contact** or email info@Rokt.com