



Flytoday Boosts Conversions and Achieves 604% ROI

How MEA's leading online travel platform used funnel-aware automation with WebEngage to turn drop-offs into bookings and dormant users into loyal customers.

CASE STUDY

MEA TRAVEL



The Challenge: Drop-Offs, Dormancy & Missed Revenue

Funnel Abandonment

Users searched, compared, and abandoned, high churn across multiple stages of the booking funnel.

Dormant Customers

Repeat customers hadn't transacted in months despite holding loyalty points and a history of past purchases.

Missed Cross-Sell

Limited cross-sell between flights, hotels, and ancillary products left significant revenue on the table.

Flytoday needed a system to unify behavioral data, identify funnel leakages, and trigger contextual communication that moved users from intent to action.

The Turning Point: Funnel-Aware Automation Engine

How It Was Built

After integrating WebEngage, Flytoday analyzed purchase funnels to identify drop-off points and dwell time at each booking stage. Product-specific journeys were built with messaging variations at key touchpoints.

Control Groups ensured accurate ROI attribution. Multi-touch attribution models, **View-Through Conversion (VTC)** and **Click-Through Conversion (CTC)**, provided precise channel-level measurement.

Results at a Glance

40–120%

Initial average uplift
across categories

80–150%

Uplift after iterative testing
& optimization

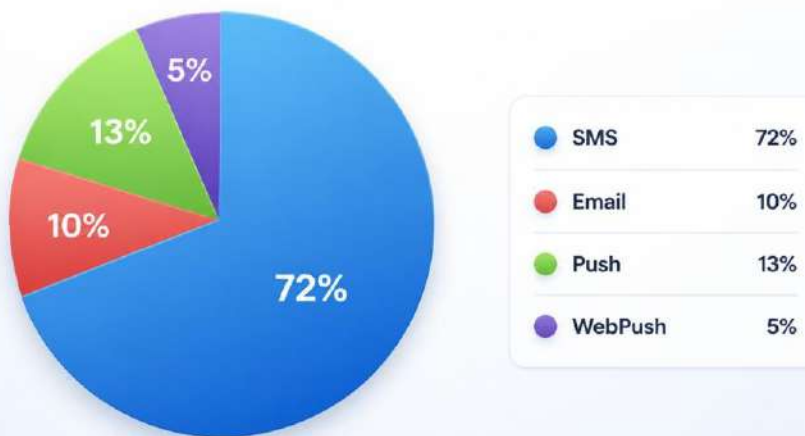
1.34%

Average Click-to-Conversion Rate (CTCR)

Multi-channel engagement via SMS, Push, Web Push, and Email, with **SMS contributing the highest share of revenue.**

Revenue & Conversion Split by Channel

Revenue & Conversion Split by Channel



SMS drove **72%** of total revenue and conversions, far outpacing other channels. Push contributed **13%**, Email **10%**, and Web Push **5%**.

Personalized message content and contextual deep links were key to SMS performance, delivering the highest engagement and conversion quality across the funnel.

❑ Combining all four channels in tandem, not in isolation, was central to Flytoday's multi-touch strategy.

Scale Without Spam: Frequency Control & Real-Time Alerts



Frequency Capping & DND

Message limits per hour/day and Do Not Disturb windows prevented overload, keeping engagement high while reducing uninstalls, blocks, and unsubscribes.



Technical Issue Alerts

Alerts notified marketing and tech teams instantly if key conversion events stopped transmitting or customer attributes failed to sync, enabling real-time troubleshooting.



Sales Anomaly Detection

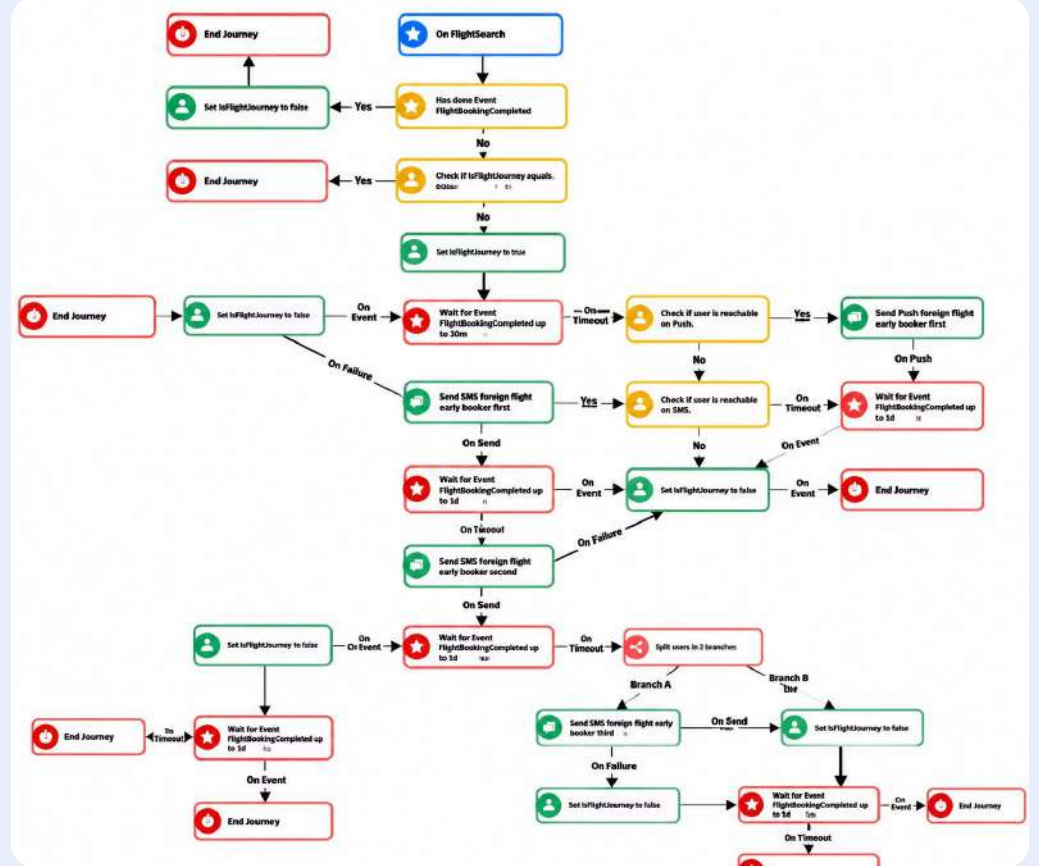
Alerts flagged when product sales dropped below a defined threshold vs. prior periods, enabling rapid diagnosis of dips from technical glitches, competitor activity, or market slowdowns.

Targeting Early Flight Bookers

Flytoday's analysis revealed that purchase behavior varied drastically by travel proximity and route type. Users were segmented into **Early Bookers** and **Late Bookers**, each receiving differentiated journeys:

- **Short-haul travelers:** FOMO-driven messages, "limited seats left."
- **International travelers:** Urgency-led messaging around "rising ticket prices."

340%
Conversion Uplift



Reactivating High-Value Dormant Users

Using historical purchase data and **Custom User Profile Attributes**, Flytoday segmented lapsed high-value users — those with multiple past trips, high average cart values, or unredeemed loyalty points.

1

Predictive Segments

Churn-likely users dynamically added to reactivation campaigns

2

Multi-Channel Reach

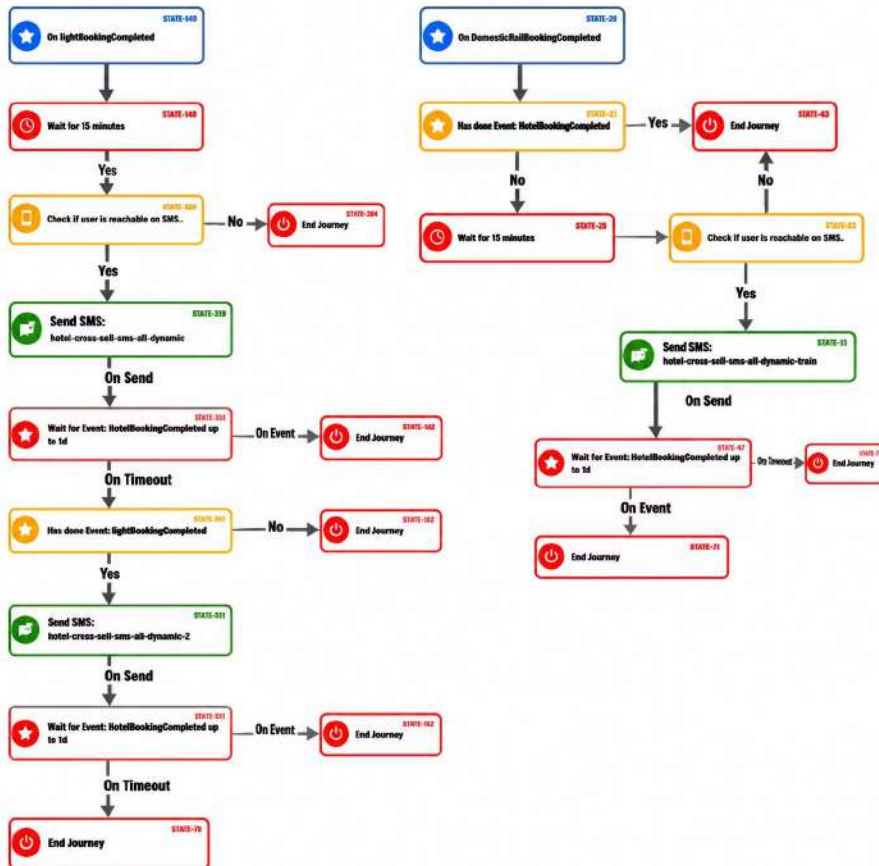
SMS, Push, Email & Web Push — one-time and recurring every 2 weeks or monthly

3

Personalized Offers

Contextual content per segment → **0.4–0.6% reactivation rates** and strong repeat bookings

Cross-Selling Across Travel Products



"Complete Your Trip with Flytoday"

Action-based journeys automatically detected when a user booked a flight or hotel without exploring tour packages or holiday bundles for that destination — then triggered personalized SMS and Push messages.

The strategy expanded to include seasonal deals, customized group tours, and destination bundles. Frequency capping and time-based intervals prevented message fatigue across both recurring and triggered journeys.

The Impact: A Full Conversion Engine

604%

Overall Return On Investment

+30%

Holiday Bundle Bookings

2X

Group Tour Sales

+20%

Short-Haul & Intl. Hotel Bookings

Why It Matters, and Why Flytoday Chose WebEngage



Mahyar Bakhshayesh

CMO, Flytoday

"Implementing marketing automation with WebEngage enabled us to build more effective communication with our users and, through data-driven decision-making, achieve sustainable growth in both sales and user engagement."



Seyed Sajjad Jalali

Digital Marketing Manager, Flytoday

One of our main challenges at FlyToday was reducing user drop-offs in the purchase funnel and increasing engagement. Our collaboration with WebEngage enabled us to deeply analyze behavioral data and execute personalized campaigns, which drove significant growth. As a result, we achieved remarkable sales uplift in key products such as flights and hotels, ultimately enhancing the overall travel experience for our customers."