

## Isango Research Confirms Targeted Messages Inserted into E-ticket Confirmations and Boarding Passes 30 times more effective than web placing

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[Isango](#) the destination tours and services specialist supplying amongst others Qantas, German Wings and Ryanair produced research that evaluates the effectiveness of different methods used to communicate offers and deals to passengers. The results of the research confirm that targeted messages inserted into E-tickets post web path are extremely effective.

Isango measured effectiveness by the likelihood of passengers making a purchase from a given touch point. The baseline for the study was an offer on a tab placed on the travel company's website which clients had to navigate to. When the offer was inserted in the final purchasing page Isango found the process to be 50% more effective than the tab alone.

Isango also evaluated the results from the post purchase emails containing targeted messages. The messages were targeted using information such as gender, location, destination, class of travel, etc. The expectation was that the effectiveness would be higher due to the targeting, but Isango were astounded to find that this was 20 times more effective than offers inserted at time of purchase. Amazingly, it was 30 times as effective as the web page tab.

Mark Scott, CEO at [Securidox](#) says, *"This is something we have suspected all along, but as we have concentrated on perfecting delivery of the documents, we haven't had the evidence to prove our beliefs. We are pleased this research supports our theory that dynamically targeted messages placed after purchased dramatically increase ancillary revenue."*

Daniele Beccari, Vice President of Isango says, *"Securidox's solution enables us to deliver more relevant messages to passengers when they are looking to complete their travel arrangements. At time of purchase a traveler is not receptive to being bombarded with additional offers, but will consider offers post purchase. By delivering the right message to the eTicket confirmation or boarding pass, the traveler can review at leisure without the pressure to complete a transaction. The purchase path has become more crowded with the result that customers escape the website to avoid bombardment and inadvertent offer selection"*.

Mark Scott continues *"Messages inserted in boarding passes are a must have and a great value proposition. Boarding passes and the inserted messages are viewed and reinforced up to 12 times before the end of the flight through printing, gate check, baggage drop, at the retail*

*outlets, the departure gate and on board. The document remains live even after the flight is completed with vouchers being removed and kept for subsequent use.”*

Isango is a destination tours and service specialist company. Advertising on web pages such as Qantas Airways, Isango aims to deliver passengers with exciting and colorful experiences in over 50 countries.

Securidox supplies airlines with a solution that uses dynamic information to create tailored documents such as E-ticket confirmations, Mobile and Printed Boarding Passes and reminder emails.

**For further information on Securidox and its solutions visit [www.securidox.com](http://www.securidox.com)**

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