

## Improved Domain Reputation Helps FabHotels Achieve 90% Improvement in Email Deliverability



FabHotels, a new-age budget hotel chain, offer 'value for money' stay to more than 1 million customers across 50 cities in India.

## The Challenge

Over the last two years, FabHotels ran multiple email promotional campaigns on a daily basis. But poor domain reputation was directly impacting the emails' inbox placement for various email service providers and most of their emails were landing in the customers' Spam folders.



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## What They Say About MoEngage

*“MoEngage’s Email Consulting team is direct in their approach and offer useful inputs. MoEngage’s strong capability to boost email delivery helped us boost our email inbox placement by 90%.”*



**Ankur Gulati**

Retention Marketing Head,  
FabHotels



## Results

**3X**

Increase in Email Volume

**10X**

Increase in Email Sent Count

**90%**

Improvement in Inbox Placement

**100%**

Increase in Email Open Rates

## About the Company

FabHotels, is a new-age hotel chain that offers comfortable and reliable accommodation at an economical price. The brand has more than 600 hotels strewn across 50+ cities (most of them in prime locations) in India. They are known to offer best-in-class experience and amenities to more than 1 million customers.



## The Challenge

In the travel industry, it is important for brands to be able to build recall/engage with their users during micro-moments when the purchase intent is very high. FabHotels' ran a series of email campaigns (newsletters, offers, discounts and more) to stay connected with their customers. They executed these campaigns using different email vendors and tools for over 2 years. Initially, these campaigns performed well until the brand reached a certain threshold of email daily. But once they reached that threshold, the domain reputation dropped and emails started landing in the SPAM folder.

**As a result, FabHotels was unable to leverage emails as a strong channel for their customer engagement.**

### Goals

- Improve domain reputation by boosting emails' inbox placement
- Increase email open rates by sending personalized messages

## The Solution

FabHotels needed a strong platform that could help them implement their email marketing strategy at scale. They used MoEngage Email Consulting and Email Campaigns features and ran a bunch of experimental email campaigns to:

- **Determine the exact volume at which emails stop landing in the inbox.**
- **Understand any microscopic factor that could cause a drop in email domain reputation.**

MoEngage Email Consulting team performed an in-depth analysis of these experimental campaigns through an end-to-end email program audit. This included:



Email frequency



Domain names



Infrastructure



Copy and design



Customer segmentation

## Rebuild Domain Reputation from Ground Zero

The first critical step was to rebuild domain reputation for FabHotels. To do this, MoEngage's Email Consulting team delved deeper into the reasons leading to poor domain reputation and ran a few experiments. They set up some campaigns and gradually increased the email counts. Within 15-30 days, the team observed the domain reputation going from 'Low' to 'Bad' including a drop in inbox placement.

They devised a three-pronged approach to grow email domain reputation:

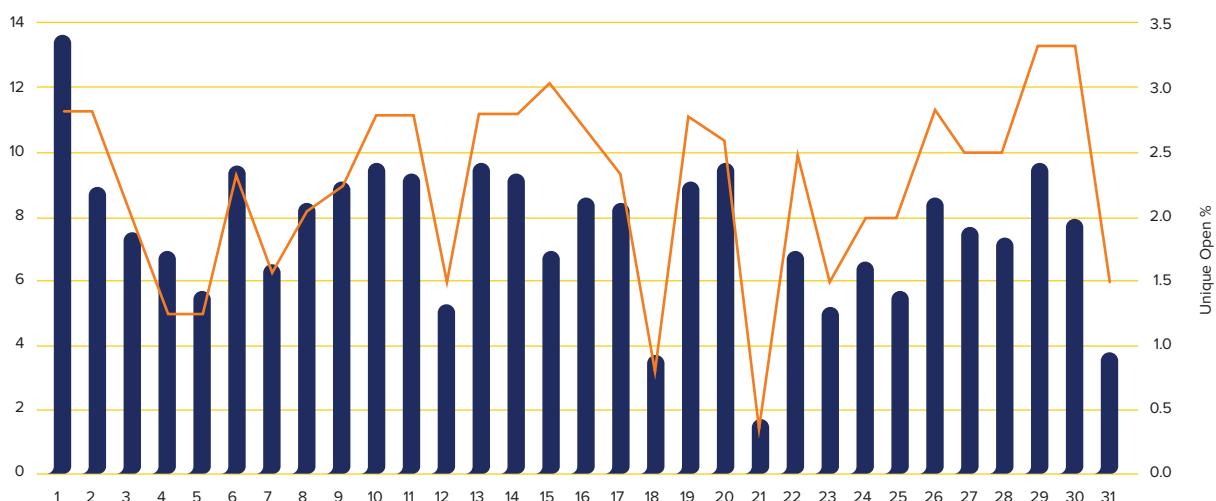
### 1. Customer Micro-segments

MoEngage worked with the FabHotels' team to revise the customer segmentation strategy. MoEngage Email Consultants worked with the brand to understand the use cases and identify:

- The email providers used by FabHotels' customers Prevalent
- degree of engagement with customers Various types of email
- campaigns planned by FabHotels

Next, FabHotels' customers we segmented based on the different levels of granularity as active and inactive customers, based on ISPs (internet service providers) including Gmail, Yahoo and Outlook, and the types of campaigns. The customers were then mapped to these campaigns. The brand observed that the richly categorized campaigns were working not only in terms of inbox placement but also improved the open-rates for emails.

### Email Delivery Improvement After Micro-Segmentation



## 2. Send Time Optimization

The team experimented with different send times for these micro-segmented customers. This helped identify the most optimal send times for email campaigns. As a result, the brand's earlier email campaigns send methodology of sending blast emails was changed. They now started utilizing **MoEngage's Email Throttle** feature that allowed one single campaign to be split into mini-campaigns, spread over 6 hours.

## 3. Email Campaign Frequency

The campaign frequency for these micro-segments was optimized based on customer activity. Earlier the brand was sending more than one blast email campaign to their customers every day. After optimization, the team sends only one campaign per day while these campaigns were further divided into mini-campaigns based on the volume of the customer-base being.

## Reconstruct Content Strategy

FabHotels' content strategy was revamped based on the services promoted and included email content best practices. Some crucial strategic changes (that are also the email best practices followed by the brand) were:



**Image hosting domain** - Earlier, the brand was utilizing internal domain that was not working due to other domain issues. MoEngage team then moved it to MoEngage's image streaming domain resolve the image hosting issues.



**Copy and Design** - Earlier, the brand was utilizing more images with very less text or not text at all. MoEngage team worked on a right templates that had the right balance of image and text content (1:1).



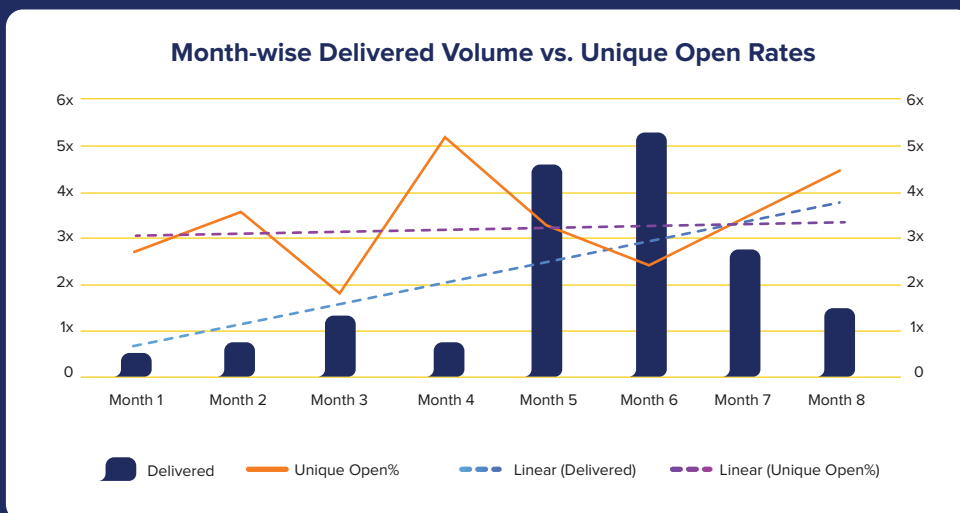
**Hyperlinking** - Earlier, the brand had more than 10 links in one single email copy. MoEngage team then advised the brand to utilize less or equal to 5 links.

## The Result

### 90% Increase in Email Placement Enhances Email Domain Reputation

With end-to-end customized email consultation and strategy executed over a period of three months ensured that FabHotels' email domain reputation remained high and consistent. MoEngage's Email Consulting team gradually made amendments to every aspect of emails to ensure more than **90% of emails landed in the Primary folder for all the ISPs.**

With MoEngage's Email Campaigns and Strategic Email Consultancy, FabHotels were able to scale their email volumes and send **3X more emails per day** whereas earlier it stopped right after they reached 30-40K. With the new improved email strategy and best practices, the brand was able to target millions of customers every month and **observed 90% email open rates.** During the email hand-over process, it was informed to the FabHotels' Email team that it is imperative to follow email best practices provided by MoEngage team.



## Here's What FabHotels Has to Say About MoEngage

“We wanted to collaborate with an email provider who not just automates email campaigns but also improve the email domain reputation. MoEngage Email Consulting team's analyzed and strategized a methodological plan to build our reputation from ground zero and allow us to reach more customers by increasing volumes. Their team's proactiveness helped us bring our reputation back to 'High'. Their focus on granular details to run email campaigns have always been efficient in improving our campaign volumes and inbox placement.”

**Ankur Gulati**

Retention Marketing Head, FabHotels

## About MoEngage

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions. Fortune 500 brands across 35+ countries such as McAfee, Samsung, Tokopedia, Traveloka, and Airtel use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. It is also the highest rated mobile marketing platform on 2019 Gartner Peer Insights 'Voice of the Customer' Report.

Read More About MoEngage's Email Campaigns ► [Here](#)



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