

BlueHornet and La Costa Resort and Spa Case Study:

Video Email Creates 67% Increase in Engagement at La Costa Resort and Spa

La Costa Resort and Spa is nestled among 400 lush garden acres near the beach in Carlsbad, CA. The delightful coastal Southern California hotel is a haven of rejuvenation, comfort and escape. Southern California has long been a tourist destination for a wide variety of visitors and golf is an especially sought-after activity here. La Costa offers visitors—and locals alike—the opportunity to walk in the footsteps of legends on their two championship golf courses, Champions and Legends, where they've hosted 37 PGA Tour events and the Mercury Insurance Open.

Challenge: Promote Golf Course Renovations and Build Email Program Loyalty

In early 2011, La Costa began work on “The Next La Costa”—a \$50 million renovation plan. In addition to renovating rooms and suites, the spa, the pool area, lounge and meeting spaces, the project also included restoration of the legendary golf courses to world-class standards.

La Costa saw the golf course renovations as a good opportunity to create a golf-specific email loyalty program. Using email to showcase the renovations at the property would generate interest in joining the *Champions* golf email program.

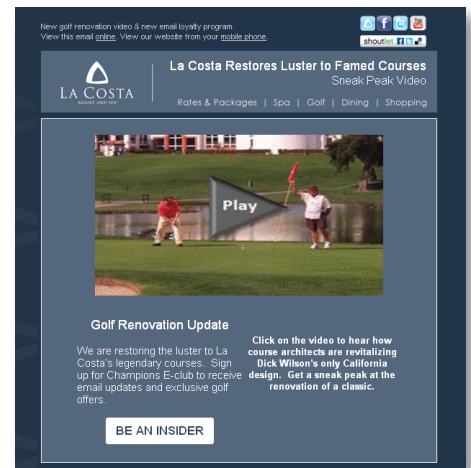
Need: Engaging New Ways to Showcase “The Next La Costa” Golf Course

La Costa was already using their email program—The Discover Club—to successfully connect with subscribers about resort specials and events. They knew they could tap into the set of Discover Club members who had indicated an interest in golf to begin building a new golf-centric email program. But La Costa needed a way to make the renovations tangible to golfers, so they would become engaged and incentivized to join the new *Champions* golf email program and receive ongoing updates about the championship courses.

Solution: Use Video and Email Together to Bring Subscribers Virtually Onto the Green

La Costa thought that video could be the most effective channel to showcase the new course. The visual component lends itself to the experience that they wanted to create—one where subscribers felt like they were standing on the greens. But video in email seemed daunting, considering deliverability challenges, rendering issues across different email platforms, and more. Knowing all of these challenges, La Costa turned to BlueHornet for guidance.

BlueHornet collaborated with LiveClicker to help La Costa. LiveClicker is a comprehensive video solution that eliminates the complexity of in-email video by automating deployment across mail clients and web browsers, allowing most marketers to reach between 75% - 90% of their audience with rich video in email. By using LiveClicker in their BlueHornet emails, La Costa was able to send a video email to their existing list of subscribers, and add subscribers to their new golf-specific email program.



The Results

Total Recipients: 70,729

Past La Costa guests who played golf or purchased a golf package, Discover Club members

Total Delivery Rate: 91%

Click throughs: 13.42%
(Over 67% increase from La Costa's average of 8%)

Total Video Views: 16,960



“Our primary goal for the LiveClicker email was to create a unique experience for our customers that used video to showcase the golf renovation. For this goal to be achieved, we needed a good email delivery rate and higher than average click throughs. An additional positive outcome of the campaign would be a jump start of our new Champions golf-specific email program. This first trial achieved those objectives and was a good learning experience.”

Carrie Peterson
La Costa Resort and Spa

What's next?

Given the success of their first foray into video, La Costa plans to partner with BlueHornet and LiveClicker in the future to send more video-in-email campaigns as their renovations of the property continues. They also plan to build on their video email benchmark results through segmentation and subject line testing.

Want to See the Next La Costa?

Visit www.lacosta.com to view details of the \$50 million renovation, and to make reservations.

Is Video in Email Right for You?

Video in email can contribute to:

- Longer retention of the message beyond static email
- Higher engagement and click through rates
- An increase in the viral nature of the email

It can also be an effective way to showcase:

- New product launches
- Special Promotions
- Products
- Re-engagement campaigns

BlueHornet provides strategic consultations for clients interested in determining whether video (or other multi-media channels) is right for their brand. In addition, we have the know-how to guide you through the tactical execution. Contact us at strategy@bluehornet.com today to learn more about programs that can help you reach your email marketing goals.

BlueHornet powers campaigns for the world's top hospitality brands, including:

