

SHANTI TRAVEL SAS

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CEO

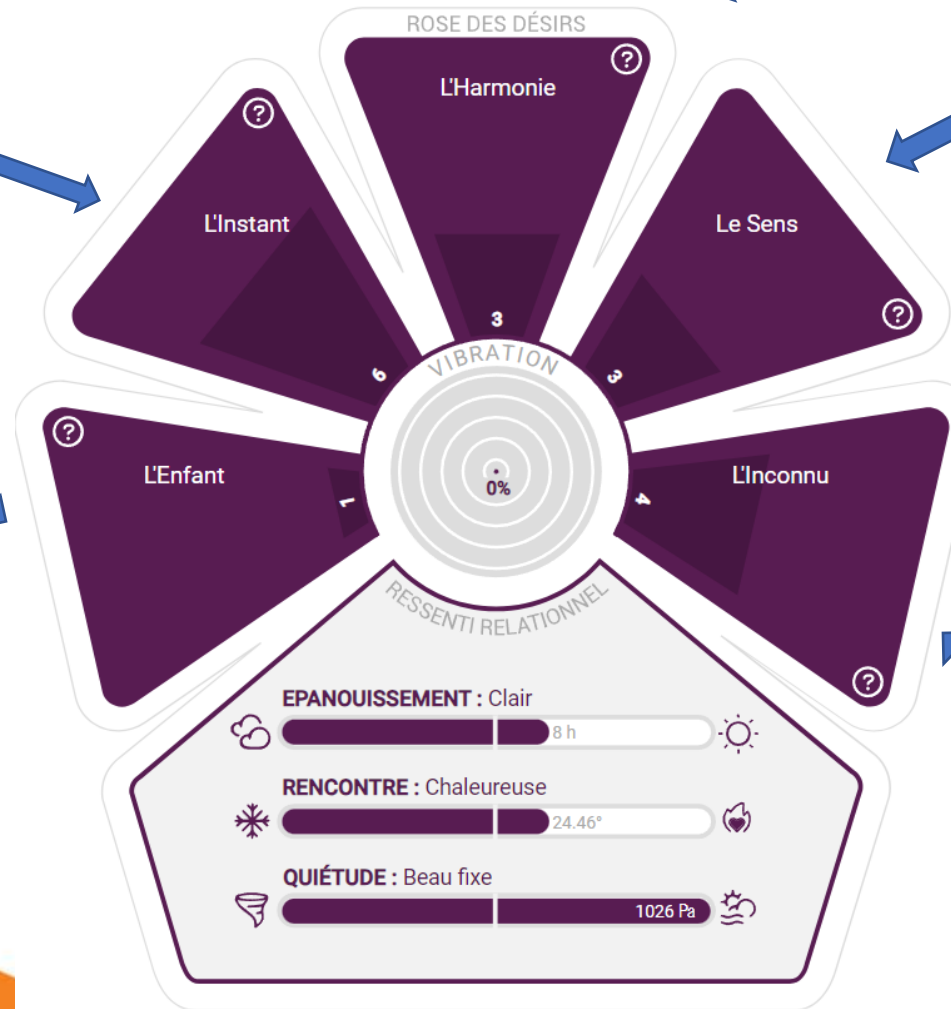


The organisation & the digital provider



“xenia solutions” by l’Aleph: is an innovative Young Company, also based in France, created by Ariane Flahault, whose mission is to provide new solutions to enhance the relationship between individuals and organizations, particularly by taking into account the emotional experiences and desires of audiences

Why this project?



The solutions

Our goal is to integrate the widget on our different websites and to optimize our database and grow our community of travelers.

With the results obtained, we are happy to be able to share this solution, this widget, with other SMEs.



	Experiences of Shanti Experts	Travel desires Newsletter Shanti Travel	Travel desires Newsletter Shanti OM
Volume of publication	Of the 48 trips created :	73 000	
Number of opens	- 32 were qualified by 1 expert	5 464	
Open rate	- 4 were qualified by 2 people	7,5%	
Number of clicks on the widget	- 1 was qualified by 4 people	325	
Click rate		5,90%	
Number of responses to the widget		220	44
Response rate		68%	
Number of emails retrieved		15	8
Qualified contact rate		6,00%	18,20%

**“A journey centred on physical,
psychological and spiritual adventure”**