

Rehlat Partners With iZooto To Drive User Engagement Using Web Push Notifications

Rehlat, leading travel portal doubles their conversion rate from 2.5% to 5%. Signs annual contract with iZooto to drive user engagement and retention.

DELHI, DELHI, KUWAIT, March 21, 2017 /EINPresswire.com/ --
Dubai , UAE, March 18, 2017 --

[iZooto](#), a leading browser push notification platform for SMB's and Enterprises, rolled their partnership with Rehlat, one of the fastest growing travel company in the middle east region.

iZooto's web push notification platform will enable Rehlat in engaging users with contextual and relevant web push notifications throughout the customer lifecycle.



"We continuously work to better understand our customers so that we are able to communicate contextually for our services and offer the best possible travel solutions," said Bhanu Laxman, Senior Manager - Marketing, Rehlat. "Our partnership with iZooto aims to create delightful experiences for our users and in the process drive more transactions. With iZooto, we have seen the conversion rate double from 2.5% to 5% during the pilot period of 6 months." he further added.

iZooto's web push notification platform enables businesses to convert their web traffic into a marketing list and enables them to send notifications directly to the user's device. These notifications are delivered irrespective of the user being on the browser and attract click through rates up to 25%. These notifications can be further personalised for each user, as per their behaviour, actions and historical data, which can boost click through rates by 100%.

With over 100,000 tickets sold, Rehlat is Middle East's fastest growing travel company with a portfolio of offerings spanning across flight and hotels. With Rehlat, OyoRooms and ClubMahindra, this partnership marks iZooto's third large agreement across the globe. "As a fast growing business, we have always wanted to partner with teams who are agile and can keep pace with us. Team behind iZooto has walked the extra mile with us. We look forward to work closely with the iZooto team." said Bader Al-Bader, the Founder of Rehlat.

"We are delighted to onboard Rehlat. This is our second big partnership in the Middle East region," said Vivek Khandelwal, Founder, Datability Solutions. "Our customer success team has demonstrated impressive results during the pilot. iZooto already contributes in single digits to the overall ticket sales and I am confident with deeper integration, the trend will continue and produce significant impact for Rehlat." iZooto has a presence across Middle East through partnerships with top tier media agencies and clients such as Alghanim Group and Rehlat.

About iZooto

iZooto is a powerful web push notification platform that enables marketers to engage and retain their web users. Over 3,000 businesses use iZooto to drive traffic and transactions using web push notifications. Leading brands such as XCite, Rehlat, Jabong, Oyorooms use iZooto to drive user

engagement and sales.

For more information about iZooto visit www.iZooto.com, or follow us on LinkedIn [<https://www.linkedin.com/company/izooto-com>], Facebook [<https://www.facebook.com/izooto/>], Twitter [<https://twitter.com/izoototeam>], Google+ [<https://plus.google.com/100151598883082276839>].

About Rehlat:

Rehlat is the fastest growing online travel company in the Middle East. Founded in early 2015, it has grown in excess of 200+ % in a short span of time; it has become a leading online travel company in Kuwait and gaining a strong foothold in UAE, Saudi Arabia, Qatar, Bahrain, Oman, and Egypt. Rehlat's mission is to take the complexity out of travel and disrupt the travel industry in the region by building products that simplify the journey for users.

Media Contact for iZooto

Ruchika Sharma
Marketing and Media at iZooto
ruchika@datability.co
+91 991.003. 5571 [India]

Vivek Khandelwal

Founder, iZooto
v@datability.co
+1 917-993-5835 [US]
Media Contact for Rehlat
Laxman Kumar
Rehlat Internet and Multimedia FZ-LLC,
Mob: +919885400755
Email: laxman.pagadala@rehlat.com
For more information, visit: <https://www.rehlat.com/>

Ruchika Sharma
Datability Solutions
9910035571
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.