



CLIENT CASE STUDY | ADVENTURE TRAVEL

How Lebor Tours Stopped Burning Budget on PPC and Built an Email Engine That Fills Trips

Industry: Guided Kosher Travel | Platform: Omnisend | Timeline: ~4 months

The Problem

When David Lebor first reached out, Lebor Tours was stuck in a costly cycle. He was spending heavily on PPC to drive leads — but the leads weren't a good fit, weren't converting, and his existing audience of past travelers was being completely ignored.


The result: a Vietnam trip that lost money. High ad spend with nothing to show for it. And a dormant list of warm, high-intent travelers sitting untouched.

The core problem wasn't traffic. It was the wrong traffic, and zero retention strategy.

What We Built

1. A Targeted Lead Capture Popup

We replaced broad PPC spend with a custom popup built specifically for Lebor Tours' audience. Instead of paying for clicks from people who'd never book, we started capturing warm, qualified leads — people already interested in kosher, guided travel.

A top-down view of an open travel kit. Inside, there is a passport, a blue book with Hebrew text, a smartphone displaying a map, a pair of sunglasses, a brown wallet, a blue and white striped scarf, a gold compass, and a black wallet. A small 'x' icon is in the top right corner of the image.

**SUBSCRIBE TO OUR EMAIL LIST AND
SAVE \$100 OFF YOUR FIRST TOUR**

AND BE THE FIRST TO HEAR ABOUT NEW TOURS AND CRUISES!



DEAR FRIENDS,

Captain's Log – Thursday, 3.19.2026



שלא חסר בְּעוֹלָמוֹ כָּלוּם,

The month of redemption has arrived.

And what a moment to arrive in.

2. The Captain's Log

A Weekly Email Series

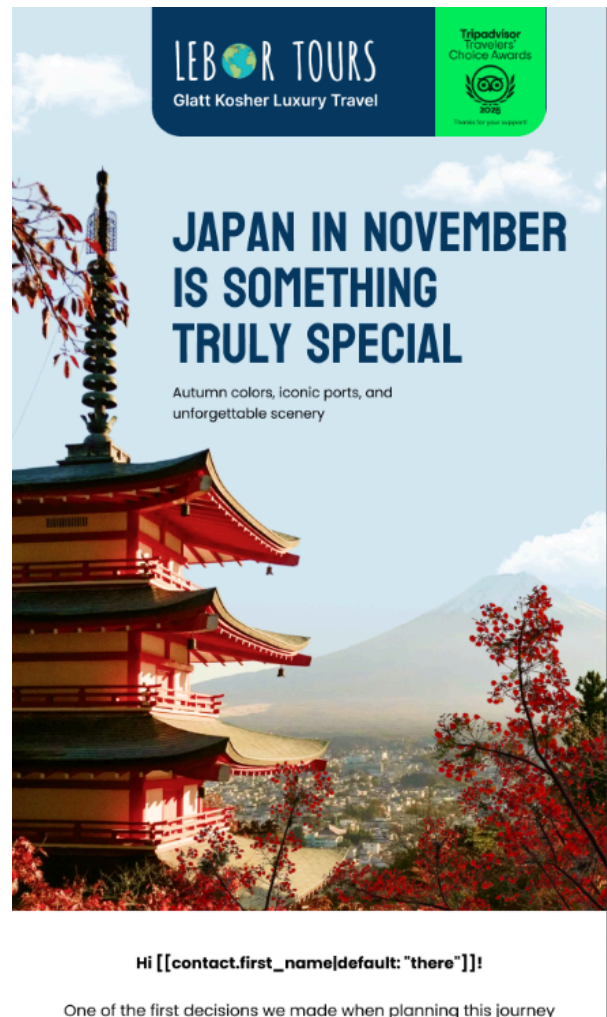
We launched a weekly email that kept past travelers and interested subscribers engaged between trips. David shares stories from the road, insights from his journeys, and upcoming trip news. It turned a dormant list into an active, loyal audience that opens every week.

Average open rate: 47.6%
(industry average: ~22%)

3. Browse Abandonment Flows — One Per Trip

We built automated email sequences for each individual trip. When someone browsed Portugal, Galapagos, or Iceland and didn't book — they received a tailored follow-up sequence personalized to that exact itinerary.

Average open rate:
70.7% | Average click
rate: **18.9%** (industry
avg: ~5%)



4. Referral & Loyalty Programs

Past travelers became a growth channel. The referral program gave happy customers a simple way to share Lebor Tours with friends. The loyalty program gave repeat bookers a reason to keep coming back. Both launched to a warm audience — the loyalty email alone went to 556 subscribers with a 61.7% open rate.



Hi `[[contact.first_name | default: "there"]]`!

Many of you have traveled with us more than once, and that truly means a great deal to us. We value long-term relationships, not one-time trips.



Hi `[[contact.first_name | default: "there"]]`!

One of the things that has always meant the most to us is how many of our guests come to Lebor Tours through personal referrals — friends, family members, neighbors, and couples who say, “You should travel with them.”

That kind of trust is something we never take for granted.

Because of that, we created a simple referral program as a way of saying thank you.

When you refer someone who books their first Lebor Tours trip:

- They receive **\$100 off** their first booking
- You receive **\$100 off** your next Lebor Tours trip

(The \$100 credit is applied per booking, not per person.)

You can refer as many people as you like, and each person you refer can use the referral once, for their first Lebor Tours experience.

In a separate email, we'll be sending you your personal referral codes, which you can share with friends or family members who you think would enjoy traveling with us. When booking, the referral code must be entered on the reservation form at the time of booking.



5. A Welcome Sequence That Sets the Tone

New subscribers now enter a multi-email welcome flow that introduces David's story, shares traveler testimonials, and highlights upcoming trips — averaging a 63.9% open rate across the sequence.



Hey Mark!

Thank you for joining our email list. Truly.



RESULTS

Automations

WORKFLOW NAME ↓	STATUS ↓	DATE ↓	SENT ↓	OPEN RATE ↓	CLICK RATE ↓
Japan Flow Email First email is sent 1 hour after customer views page ...	Enabled	Mar 6, 2026 at 9:00 AM	82	76.8% (63)	10.9% (9)
Iceland Browse Abandonment Email First email is sent 3 hours after customer views page...	Enabled	Mar 6, 2026 at 8:54 AM	472	70.9% (335)	23.5% (111)
Portugal abandonment First email is sent 3 hours after customer views page...	Enabled	Mar 6, 2026 at 8:39 AM	377	70.2% (265)	13.7% (52)
Galapagos Browse Abandonment Email First email is sent 3 hours after customer views page...	Enabled	Mar 5, 2026 at 7:49 AM	320	70.9% (227)	19.3% (62)
Lebor Tours Welcome Email First email is sent immediately after customer subsc...	Enabled	Dec 23, 2025 at 3:35 AM	412	64.3% (265)	6% (25)

Metric	Their Numbers	Industry Avg
Weekly Email Open Rate	47.6%	~22%
Browse Abandonment Open Rate	70.7%	~45%
Browse Abandonment Click Rate	18.9%	~5%
Welcome Sequence Open Rate	63.9%	~40%
Active Subscribers	2,469	—

Note: Data from Nov 2025 – Mar 2026. Industry benchmarks per Klaviyo/Omnisend 2024 reports.



Business Impact

David ultimately fired his PPC agency and doubled down on email — because the numbers proved the strategy worked.

In David's Own Words

"Hillel has been working with us for the last few months and it has been a fantastic experience. We are very satisfied with the results. He is on spot with his advice and caring for the clients needs and desires. We highly recommend."

— David Lebor, Owner, Lebor Tours (Google Review, 2026)

The Takeaway

This isn't a story about email tactics. It's a story about rebuilding an entire revenue model around the right audience. When you stop paying to acquire bad-fit leads and start nurturing the people who already love what you do — the economics completely shift.

Trips that used to sit empty now fill up early. A list that was ignored is now one of Lebor Tours' most valuable assets.

Running a travel, hospitality, or service business and want results like this?

Hillel@hillelberg.com / LinkedIn / hillelberg.com

Want to discuss? Choose a convenient time on [my calendar](#).