

PICTURE YOUR DREAM GETAWAY

Newmarket Holidays was looking for a way to organise its travel imagery and got more than it was expecting with censhare.

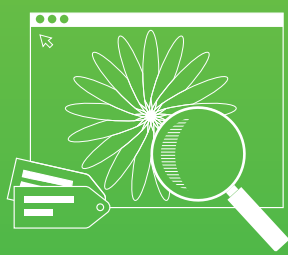
Adventurous air, river, coach and rail holidays from Cambridge to Cambodia



“The long-term value in censhare, for us, is automating as many of our marketing processes as possible.”

Liam Bennett
Digital Asset Coordinator, Newmarket Holidays

BUSINESS RESULTS



1,000's
of images organised,
tagged and searchable



1
hero image for
each tour



8,000
images for 400 tours

“Although we thought the more basic DAM solutions were what we wanted at the time, censhare represented what the possibilities were. Consistent, easy to access, one source of truth for everything.”

Liam Bennett
Digital Asset Coordinator, Newmarket Holidays

