



## CASE STUDY

# Unlocking the Power of First-Party Data for a Leading Leisure Travel Group

## Why

This large European tour operator and award-winning airline, with over 15 million customers, takes travellers to more than 65 sun, city and ski destinations.

### Our challenge was:

- To help the client drive cost efficiencies and increased revenue, and to eliminate channel siloes
- To give marketers and analysts direct and "actionable" access to the single customer view for data-driven marketing activities
- To help the client apply more intelligence to its direct marketing campaigns, through effective marketing decisioning

## What

With Redpoint Journey Orchestration, marketers and client teams who previously had to write code or work with IT to segment and activate data:

- Now use Redpoint for fast, powerful, user-friendly no-code access to the single customer view and to all associated preference, booking and contact history data
- Use Redpoint to develop and execute multi-step and multi-channel campaigns that include pre, during and post flight/stay communications and ancillary-focused upsell messaging
- Now use Redpoint's advanced journey orchestration capabilities for both ad-hoc and customer lifecycle campaigns. They leverage multiple models for campaign optimisation (e.g., preferred channel or departure airport)

## Wow

Using Redpoint, the company has achieved several major benefits, including:

- **Greater customer knowledge:** Redpoint's segmentation and visualisation features enable users to better understand customer profiles and booking, repeat booking and upsell dynamics.
- **Cost-effective acquisition:** Existing customers are suppressed from acquisition-focused Google Ad campaigns.
- **Channel siloes no more:** The Redpoint solution brings the company's customer-first ethos to life, providing a single point of control and a "joined-up" approach for multiple channels.
- **Increased booking conversion rates:** Timely, automated abandoned cart campaigns encourage customers to complete their bookings.