

Airline Clears the Runway for Seamless Personalization

Redpoint and Snowflake Provide Ease of Use in a Complete, Composable CDP

As travelers, we all share the same hopes when we take to the sky. If all goes well our flight will be on time, there will be overhead space right above our seat and our connecting flight will leave from a nearby gate.

For one U.S. airline, safe, on-time arrivals were the easy part. Where it ran into some turbulence, though, was in creating a relevant, omnichannel and personalized customer experience (CX) that was consistent across every interaction with a customer – pre-trip to post-trip, in the air, online and on the ground. Disconnected customer data and technology – coupled with a reliance on highly manual processes and the need to build, support and maintain custom marketing technology implementations – made it difficult for the airline to satisfy customer expectations for personalized customer experiences.

With the marketing team having to rely on multiple queries from multiple data sources, the airline struggled to advance beyond basic segmentation and personalization. Its existing solutions required time-consuming manual extracts to achieve such simple marketing as grouping customers into segments by attributes. In addition, because customer records were often populated with outdated and inaccurate information, the airline had a hard time maintaining and enhancing customer relationships.

Disconnected customer data and technologies also made it difficult for marketing teams to align priorities and timelines with business units, which require an ability to quickly communicate to groups of customers via current and future digital channels. The airline's infrastructure was simply not nimble enough to make new digital channels available in the needed timeframe.

Taking Flight with Redpoint and Snowflake

To solve its data management challenges with a future-proof architecture to support emerging channels and marketing use cases, the airline chose to deploy the Redpoint CDP on the Snowflake Marketing Data Cloud.

With goals to connect siloed data, create a unified customer profile, eliminate manual processes and enhance personalized experiences, the airline selected Redpoint and Snowflake as the platform best able to help take data management to the next level while positioning it for future growth. Its mandate included:

- Reduce duplication in technology
- Produce a flexible, connected infrastructure (marketing and IT)
- Deliver robust identity resolution
- Refine data management/governance practices
- Streamline the omnichannel marketing engine

Equally important to cleaning up its data, the airline needed a solution that would be

“By leveraging Redpoint’s unified customer view and Snowflake’s powerful Data Cloud, we’ve been able to streamline our operations and accelerate revenue-driving initiatives...With this partnership, we’re delivering highly personalized experiences at scale while significantly lowering our total cost of ownership, making it easier to reach the right customer, with the right message, at the perfect moment,” said the airline’s VP of Marketing E-Commerce

easy to use for marketers and other non-technical business users – another reason why it selected the Redpoint CDP on the Snowflake Marketing Data Cloud.

As a composable CDP and a member of the Snowflake Select partner group, Redpoint delivers the most complete CDP functionality available with zero data replication. Customers can run a full range of CDP functions in a data-in-place Snowflake environment, or – as this airline did – choose to bring in data from Snowflake and duplicate it into a hosted solution. Both options deliver a full range of CDP functions, including automated data quality and ingestion, tunable identity resolution and no-code dynamic segmentation through easy-to-build, reusable selection rules and models, powering a superior CX at every touchpoint. Data observability capabilities also provide visibility into the health of data as it moves through the system; marketers can see that data is ready for business use, and identity problems before they cause challenges downstream.

With real-time data quality checks and continuous data cleansing, Redpoint and Snowflake ensure that the airline's customer database remains accurate and up-to-date, a key factor in reducing duplicate records – resulting in better customer engagement and higher ROI by sending the right message to the right customer at the right time across the right channel. The airline's unified customer profile is built and updated as real time data enters the system. The complete, accurate, real-time record lets the airline know everything there is to know about a customer, providing a foundation for targeted customer segments and powering highly personalized experiences that are in the cadence of an individual customer journey.

"By leveraging Redpoint's unified customer view and Snowflake's powerful Data Cloud, we've been able to streamline our operations and accelerate revenue-driving initiatives. The real-time data accuracy and seamless integration have reduced duplication and improved customer engagement. With this partnership, we're delivering highly personalized experiences at scale while significantly lowering our total cost of ownership, making it easier to reach the right customer, with the right message, at the perfect moment," said the airline's VP of Marketing E-Commerce

A Clear Runway for an Enhanced, Personalized CX

The Redpoint CDP is the hub of the airline's marketing stack on Snowflake, powering personalized communications to consumers at every stage of the purchase process and throughout a customer journey. Real-time data quality and tunable identity resolution provide the airline with robust, actionable 360-degree profiles for every customer and prospect.

Advanced personalization is now possible through the creation of more sophisticated customer segments based on a wider range of attributes and facets, resulting in more relevant marketing campaigns, increased customer engagement and loyalty and an omnichannel booking process.

With a composable infrastructure on top of the Snowflake Marketing Data Cloud, the airline is now able to quickly bring in additional sources and enterprise technology, or to quickly switch out a database to cost-effectively achieve performance benchmarks.

About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.



To learn more, visit
www.redpointglobal.com

US Headquarters: Wellesley, MA | Tel: +1 781 725 0250
EMEA Headquarters: London, UK | Tel: +44 (0)20 3948 8170

© 2024 Redpoint Global Inc. All rights reserved. Redpoint, the Redpoint logo, and all Redpoint product names are trademarks of Redpoint Global Inc. All other trademarks are the property of their respective owners.