

CASE STUDY

80% Faster Data Prep:

Global Travel Brand Transforms Guest Experience Through Data Readiness

WHY

An award-winning, globally diversified travel company struggled to understand its guests' experiences throughout every interaction across the company's wide range of brands and properties.

Having more than 100 siloed customer data sources and multiple touchpoints made it a challenge to create relevant guest experiences that reflected an understanding of an individual guest. Despite having a wealth of first-party customer data, the company could not effectively get its data ready for business and marketing use. Marketing performance did not meet goals for enhancing individual guest experiences; insights did not meet expectations.

WHAT

Using the Redpoint Data Readiness Hub, the company achieved a comprehensive, 360° view of its guests for vastly improved insights across the complete guest lifecycle. In addition to combining the more than 100 data sources into a single guest view, the company added 300 additional attributes for each guest to deepen its understanding.

While the company was able to leverage its existing MarTech investments through Redpoint's composable framework, Redpoint focused on getting all customer data right and fit-for-purpose, ensuring that data for the company's CX use cases was complete, accurate, and timely.



Integrated
100+
data sources



Created a
comprehensive
360°
customer view



80%
reduction in
data prep time



10x
increase in revenue

WOW

With Redpoint, the company started to automate multi-wave trigger campaigns that connected at key guest lifecycle stages. It refined personalization capabilities by using Redpoint to capture, clean, normalize and make data ready for business use as it is ingested.

With a comprehensive, real time unified profile of each guest, the travel company developed insight into a guest's overall journey with multiple brands, opening the door to relevant, targeted, and timely messaging.

One email campaign earned approximately 10X in revenue compared with previous campaigns because emails were tailored to an individual guest's interests. The company also achieved an 80 percent reduction in data prep time, a savings data analysts used to tune AI models, creating more refined segments and more tailored guest experiences.

“

“By leveraging Redpoint’s data management strengths, we quickly got a 360-degree view of our customers. This saved us an enormous amount of time and capital expense.”

– Director of Marketing & CRM



To learn more, visit
www.redpointglobal.com