



Hi-Tech

Next Gen Hyper Personalization for a F500 OTA Major

Seen exponential in business efficiency and personalized marketing strategies



Industry

OTA (Online Travel Agency)



Function

Marketing



Data Used

1. Customer profile
2. Search data
3. Bookings & trips data
4. Campaign attributes



Tech Stack

1. PaySpark
2. Cassandra
3. AWS
4. Unica

Who Is The Client?

The client is one of the F500 Online Travel Agency. A leader in the business, eminences for providing customized vacation packages, travel offers, reservations for hotels, motels, and other comparable lodging types to customers across the US.



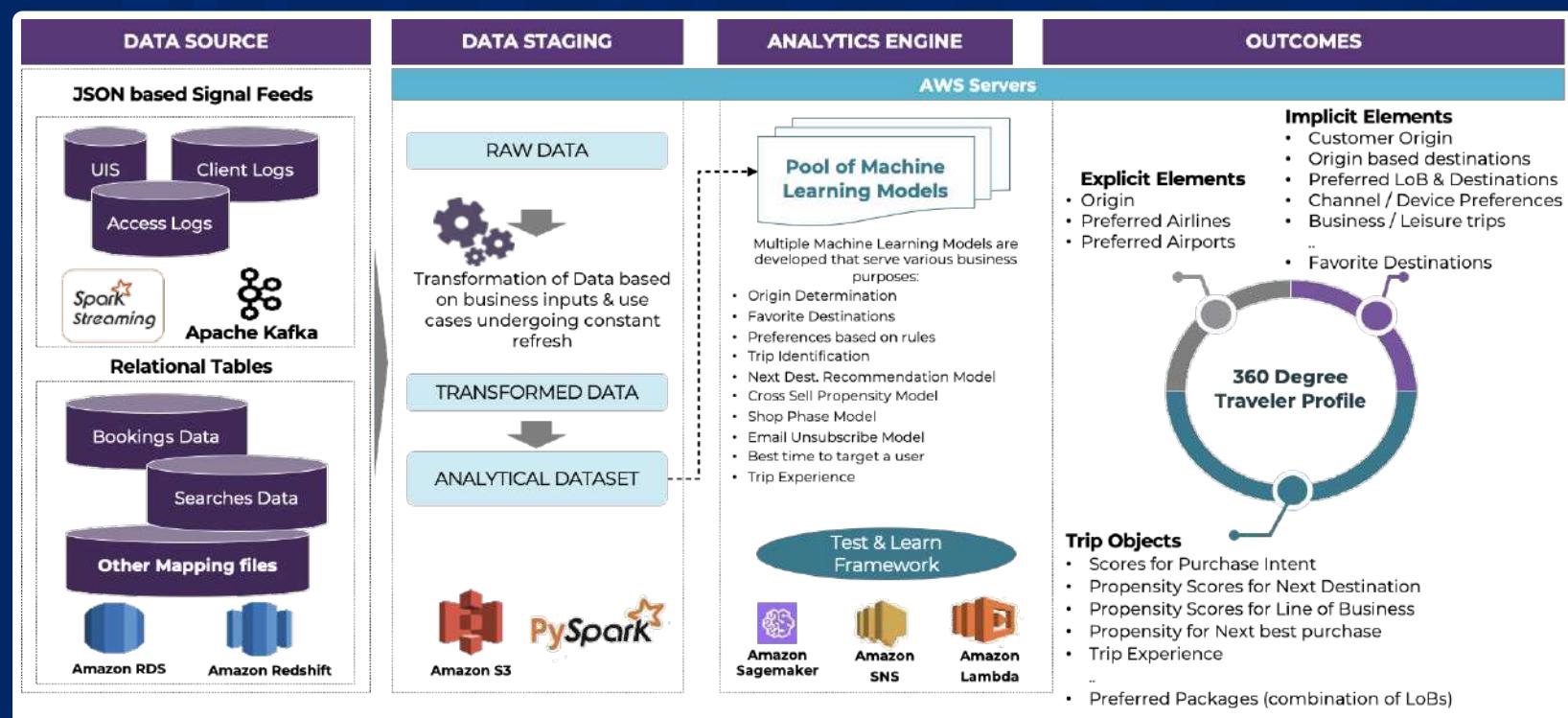
How Did We Solve The Problem?

Our team of Decision Science experts created a data repository that stored and updated a variety of Customer information across Customer and Trip Lifecycle after certain intervals. Subsequently, resultant travelers' profiles were leveraged to create an automated Decision Engine comprising Data Harmonization, Travel profile creation, and Email personalization for optimal results. The whole process was executed in four steps that helped in amplifying customer experience and personalized marketing strategies.



Business Quandary

With the growing demand for exclusive travel opportunities, our client was riddled with some major stumbling blocks, precisely waned customer engagement and marketing strategies. They needed an upgraded customer engagement framework by capturing a 360-degree view of customers and build an automated recommendation system that is capable of sending personalized marketing content to the right customer at the right time.



The Pay Off

Using Affine's Next-Gen Hyper-Personalization Solution, our experts developed a model which helped our client to generate personalized email content and layout sent out through the targeted campaigns as part of the Champion-Challenger model to ensure continuous improvement. As a result, the users started receiving the personalized recommendations along with the applicable CTAs resulting in an improved experience on handheld devices, as per users' accessibility.

User A

Recmd. Type	Hotels
Freq.	Occasional
Tenure	Newly Acquired
Current Trip Phase	Plan
E-Mails	Hotel deals

Email Layout

Book Now For Top Hotel Deals In Wellington

You'll always save when you book your hotel on ... but the best rooms and rates are going quickly! Book today to benefit from our current offers in Wellington!

SHOP FOR WELLINGTON HOTELS TODAY

Download our FREE mobile app

User B

Recmd. Type	Flights
Freq.	Frequent
Tenure	Settlers
Current Trip Phase	Pre-Trip
E-Mails	VIP Access, Rewards

Email Layout

Welcome

Now you can earn points on virtually all your ... bookings. Remember to sign in each time you book, and you'll be redeeming points for travel in no time - with no blackout dates!

Get the Most Out of

- + pts Earn points on eligible ... purchases
- + ✓ Redeem points with no blackout dates, including 2x value at VIP Access™ hotels
- + Enjoy member-only offers and unique experiences.

Learn More

The User was recommended 'Hotel Offer' along with the links to install the Client's mobile app (for better experience on Handheld devices) since user prefers accessing the website on mobile phone

The User was recommended 'Flight Travel Reward Points' as well as 'VIP Access Membership' as Desktop link since user prefers accessing the website on Laptop/Desktop.

Augmented Outcomes

2.4%

Email Campaign
Conversion Rate
increased



Campaign Effectiveness
Monitoring



Campaign ROI

Interested To Learn More?

Connect with our **Hi-Tech CoE** experts!



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