CUSTOMER RETENTION PROGRAM

PROJECT RESULTS

THORSTEN WEBER – DATA ANALYST – 2025-07-11
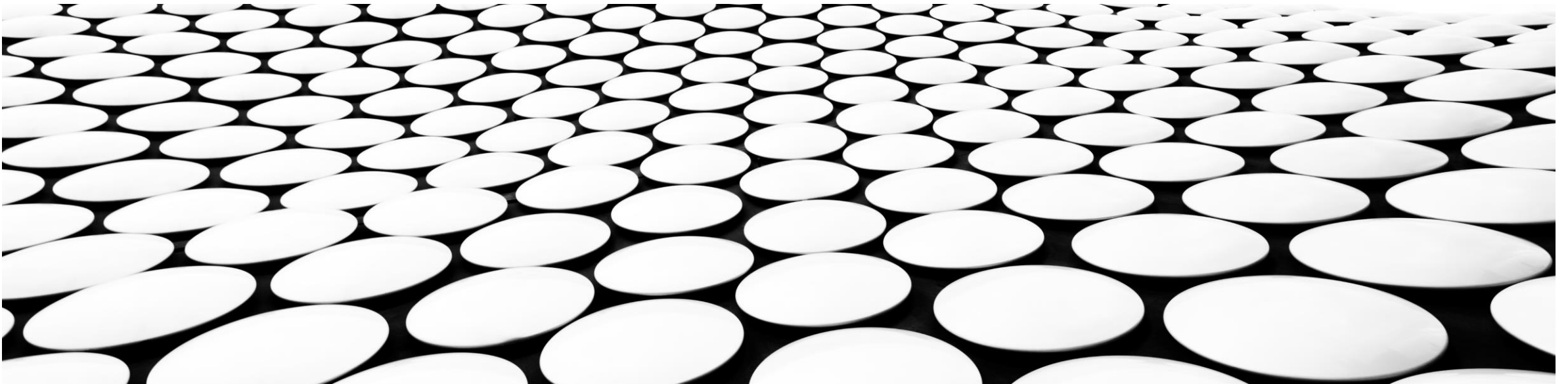
TRAVEL TIDE HAS BEEN VERY SUCCESSFUL IN ATTRACTING USERS GENERATING HYPTER-GROWTH – UNTIL RECENTLY.

Revenue USD

Downwards-trend

Active users

2022
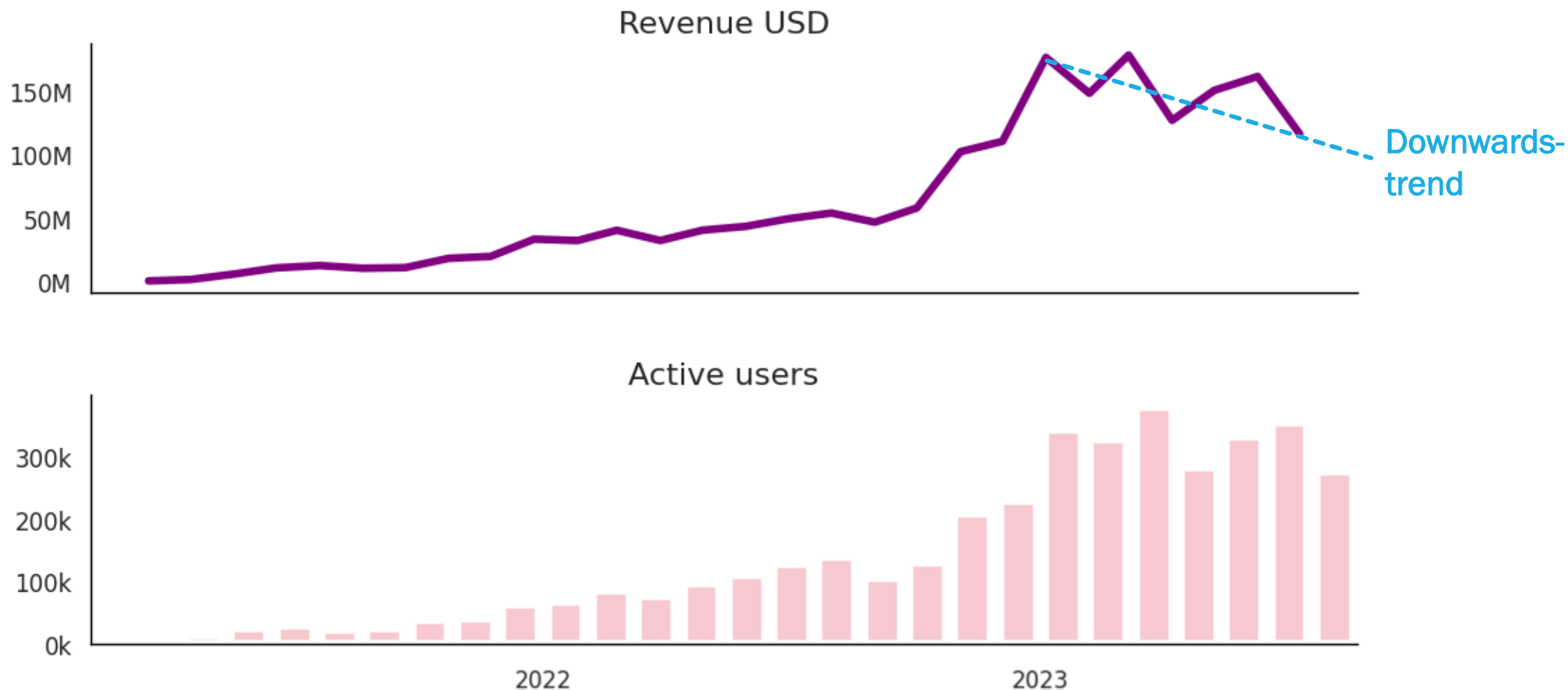
2023

OUR NEWLY ACQUIRED USERS OFTEN DON'T BOOK AND WORSE DON'T RETURN. SOON THE BUCKET COULD BE EMPTY.

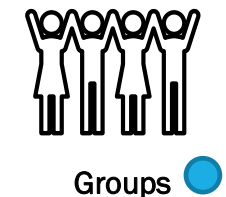`1 million active users in 2023`

`Only 5700 with +7 sessions`

Travel Tide

OUR EFFECTIVE RETENTION PROGRAM GENERATES LOYALTY BY INDIVIDUALIZED PERKS AND TARGETED COMMUNICATION.

Building Blocks

User Groups ● **Growth potential**

1 **Status Program** & long-term rewards

2 **Targeted perks** & 1:1 communication increases recurring bookings

3 **Win-back** reduces cancelation

BUSINESS TRAVELLER

Families

VIP customers

Weekend Trippers

Window shopper

Below 20s

Premium Booker

Groups

Travel Tide

POTENTIAL BUSINESS VALUE IS OUTSTANDING

+ 3.2 million USD revenue increase

+ 30% customer return rates

+ 15% spend per order (cross/upselling)

+ 20% revenue uplift

+ Up to 50% higher CLV

- Customer acquisition costs

WHAT'S NEXT?

Next steps

- Conduct 4 week **pilot study** of program

- **Optimization** (A/B Tests, user survey)

- Set-up **sourcing** and delivery of perks

- Develop Tableau **performance dashboard**

- **Roll-out** optimized loyalty program

Recommendations

- Introduce bi-yearly customer satisfaction survey

- **Address growth potential in underserved target groups** (male, below 20s, families, groups)

- Address data anomalies

- PoC for RFM oder k-means clustering

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