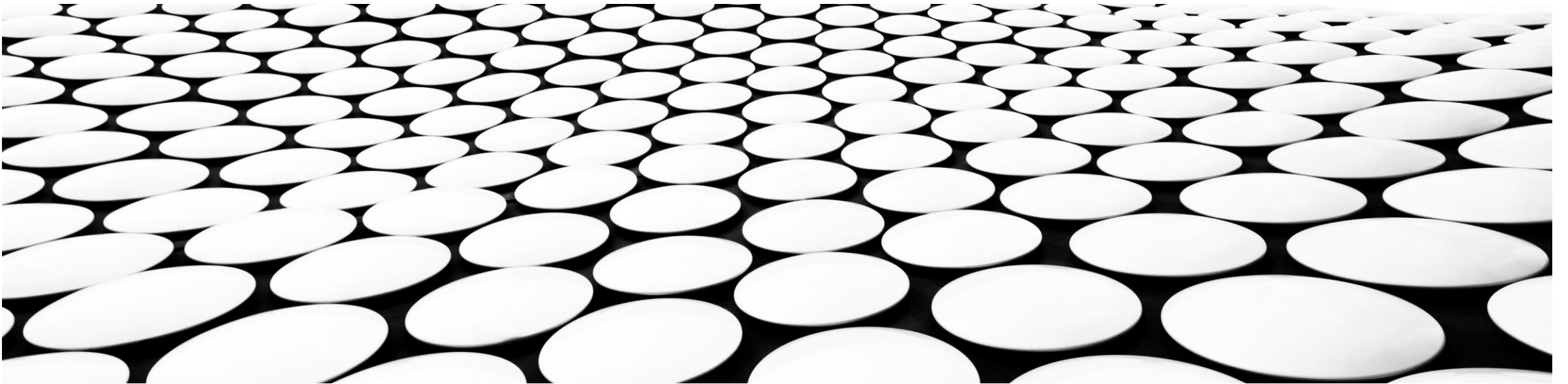


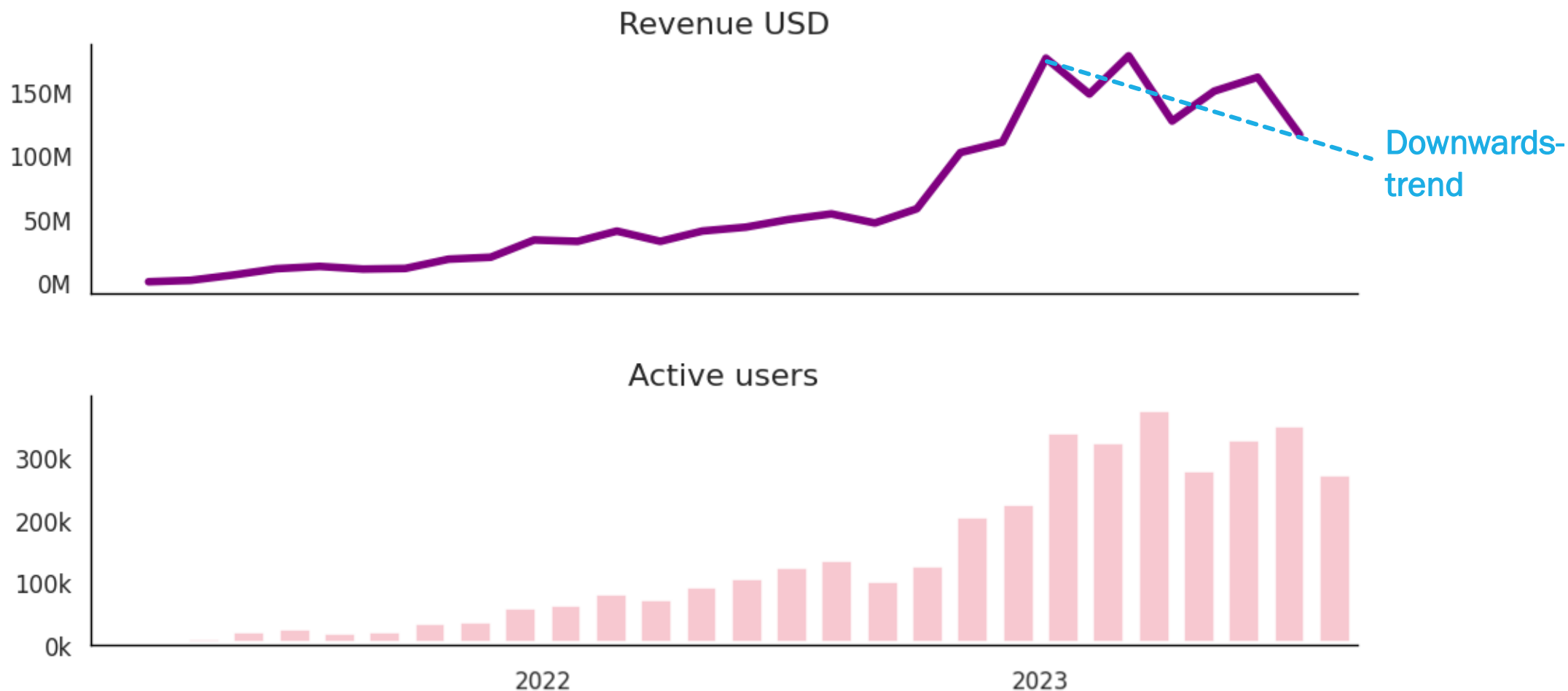
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# **CUSTOMER RETENTION PROGRAM**

## **PROJECT RESULTS**



# TRAVEL TIDE HAS BEEN VERY SUCCESSFUL IN ATTRACTING USERS GENERATING HYPTER-GROWTH – UNTIL RECENTLY.



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



1 million active users  
in 2013

Only 5700 with +7  
sessions

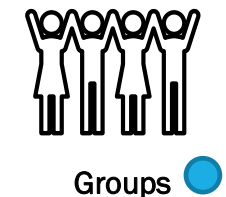
# OUR EFFECTIVE **RETENTION PROGRAM GENERATES LOYALTY** BY INDIVIDUALIZED PERKS AND TARGETED COMMUNICATION.

## Building Blocks



- 1 Status Program & long-term rewards
- 2 Targeted perks & 1:1 communication increases recurring bookings
- 3 Win-back reduces cancelation

## User Groups Growth potential



## 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