## Airbnb promotion email analysis

Ziting Liao MSMA



## Highlight

 Choosing the email with highest responsive rate



Frequency flier under 30
years old with edu email is
the most responsive
customer.



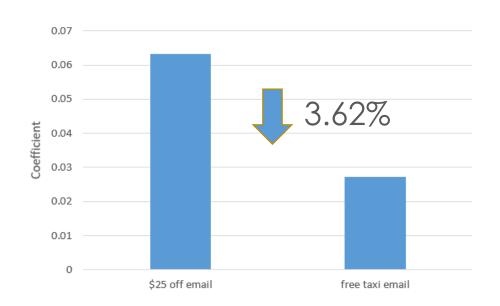
 People who prefer to reply to different emails have different personalities

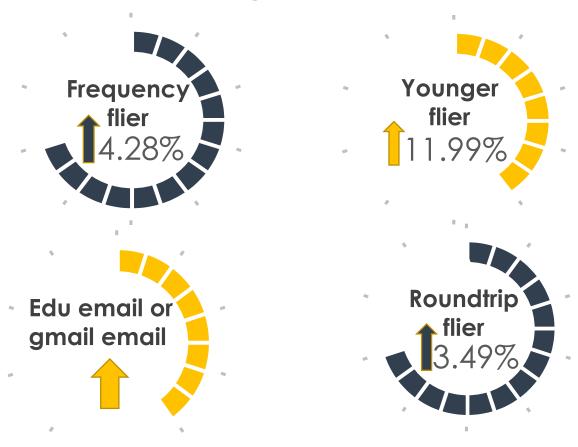


 \$25 off email should be used to attract new customers

## Customer who receive \$25 off email prefer booking a stay in Airbnb

#### Customer responsive rate to different kind of emails





#### Targeting customer

- √ Frequency flier
- ✓ Age under 30 years old
- ✓ Use edu email or gmail email
- ✓ Book roundtrip

## People respond to different emails have different attributes

### \$25 off email

- ✓ edu email
- ✓ Book more tickets on the itinerary
- ✓ Book a roundtrip in less than 14 days





### Free taxi email

- ✓ gmail email
- ✓ Have Oregon or Eugene address
- ✓ Book less tickets on the itinerary
- ✓ Not book a roundtrip in less than 14 days

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