



# TRAVEL PERK REDEFINED

A DATA-DRIVEN APPROACH TO CUSTOMER  
RETENTION



# WINNING THE MARKET, WEAK CUSTOMER LOYALTY?

A hidden risk behind Travel Tide's competitive advantage.





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# CUSTOMER COHORT

## Scope of Analysis

TIMEFRAME

JANUARY - JULY 2023  
ACTIVITY

ENGAGEMENT FLOOR

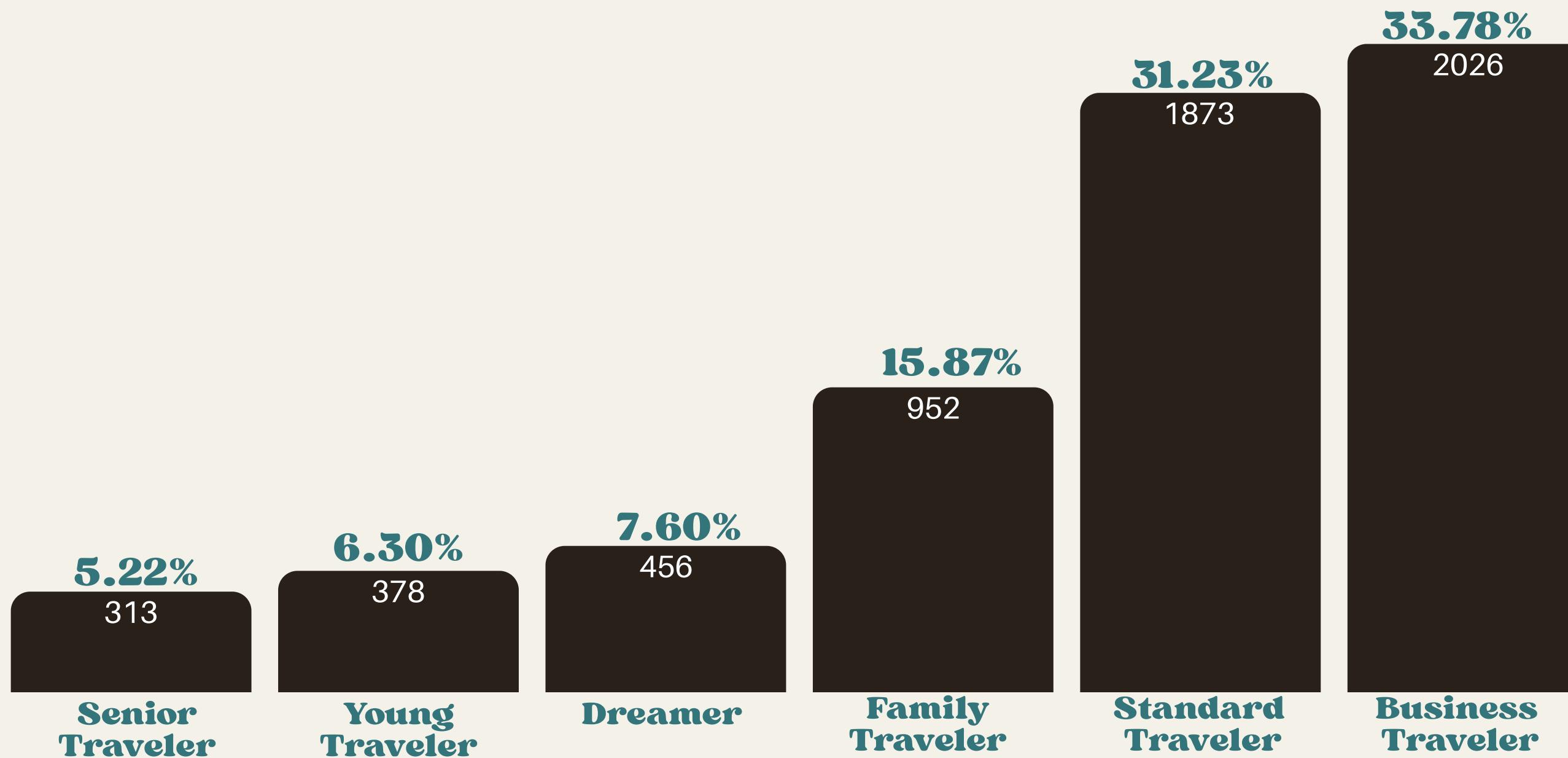
>7 sessions per user

FINAL SAMPLE

**5,998**  
high-intent travelers

# SEGMENTATION OF TRAVELERS

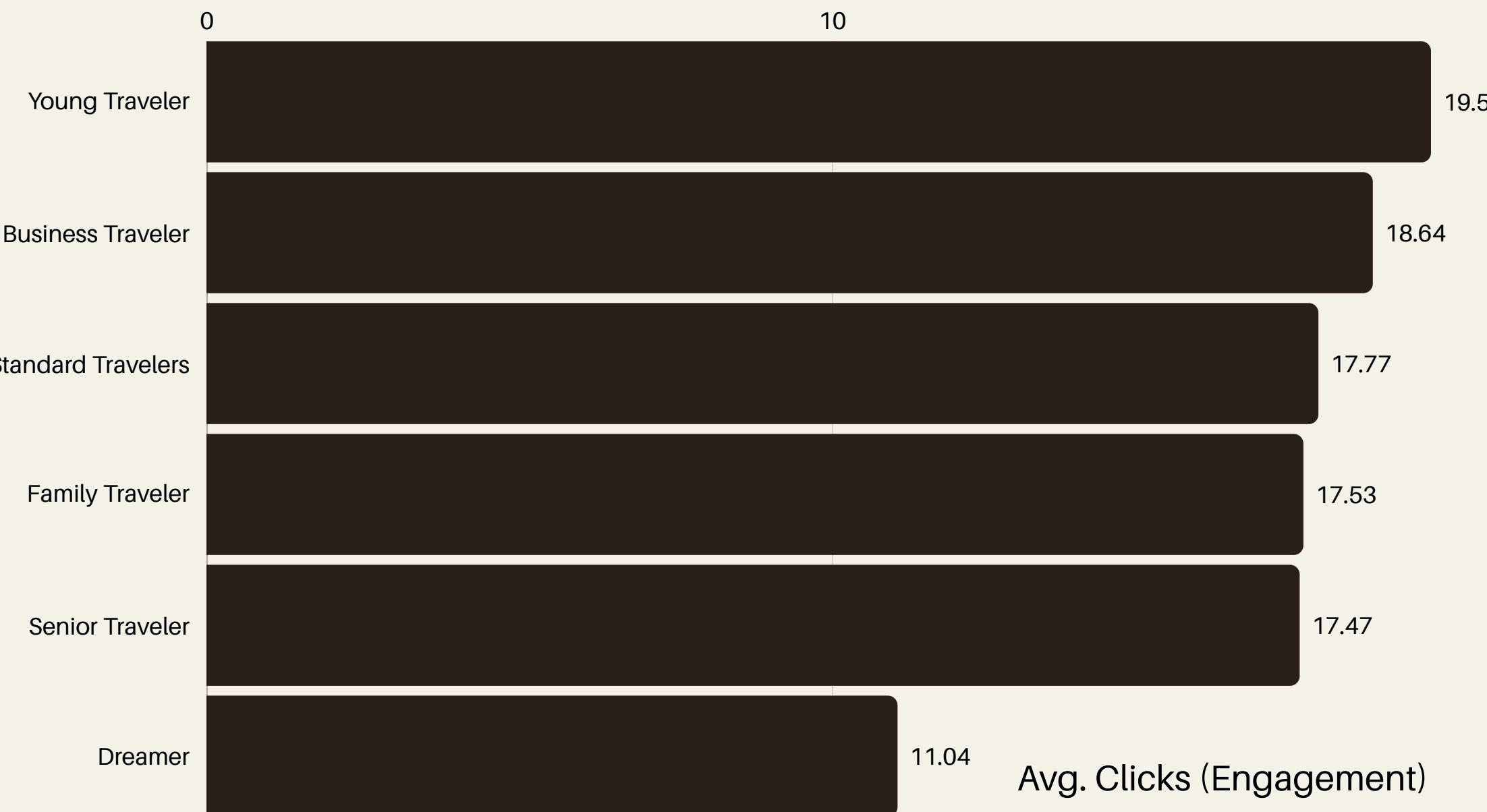
Our active travelers distributed into cohorts



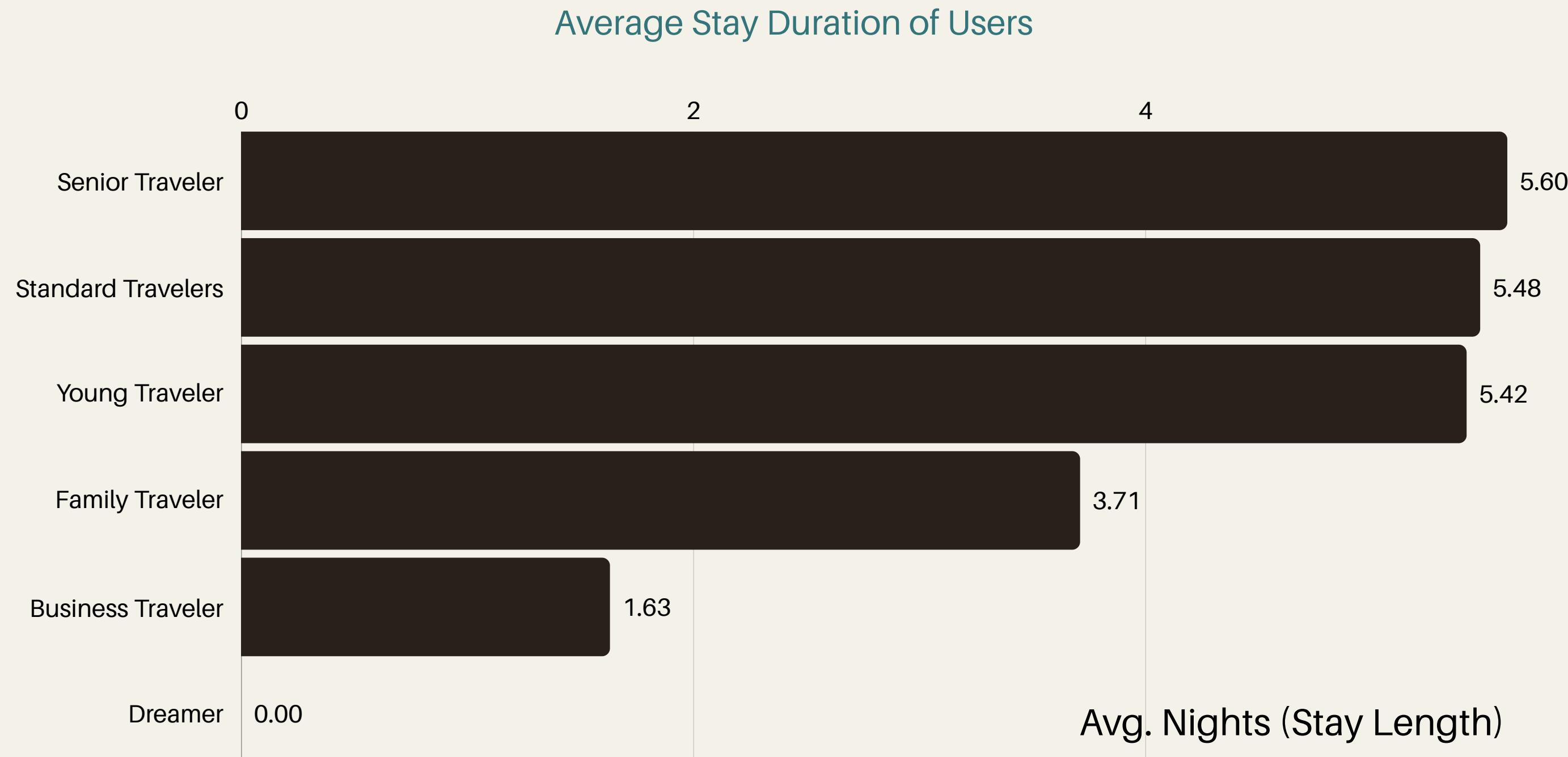


# SEGMENTATION OF TRAVELERS

How users engage with Travel Tide



# TRAVELERS SEGMENTATION





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# THE ENGAGEMENT GAP

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DREAMERS

**3 DAYS TICKET PRICE FREE HOLDING, 25% CREDIT ON THE  
PRICE OF FIRST TWO BOOKINGS**

The goal is to break the friction and convert them

YOUNG  
TRAVELERS

**48 HOURS PRICE FREEZE, STUDENT REWARD PROGRAM-15%  
CREDIT ON BOOKINGS**

Their high engagement identifies high interest, tangible support is key for retention



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# HIGH-VALUE STAYERS

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SENIOR TRAVELERS

**FREE NIGHT STAY, AIRPORT AID, TSA FAST LANE**  
Already recognised to spend the longest night

STANDARD TRAVELERS

**1 FREE STAY OVER A 5-DAY PERIOD AND FREE HOTEL MEAL**

The goal is to have them book longer stays than they are currently doing, free meal shows no one is left behind



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# SOLVING LOGISTICS

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FAMILIES

**FREE BAG, COMPLIMENTARY KIDS EXPERIENCE**  
Travel with more bags than other users in the cohort.

BUSINESS TRAVELERS

**ROOM UPGRADE AND NO CANCELLATION FEE**  
Spontaneity, need for comfort

# IMPACT ON RETENTION

Projected Retention & Growth

- **Retention Lift:** Projected 12-15% increase in core segments.
- **Margin Protection:** Phasing out failing generic discounts.
- **Brand Sentiment:** Positioning TravelTide as a "logistics partner," not just a booking engine.





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# SCALING THE STRATEGY

## PERSONALIZATION PERK

- Launch 90-day A/B test for the "Family" and "Business" segments.
- Monitor Engagement Score shifts.
- "Personalization is our competitive moat."



# THANK YOU