



Unlocking Customer Loyalty: TravelTide's Path Forward

Customer Segmentation & Rewards Program

Unlocking Customer Loyalty: TravelTide's Path Forward

- Objective:
 - Making Our Customers Feel Special with Tailored Rewards
- Approach:
 - Using Smart Data to Personalize Your Travel Rewards Experience



Objectives

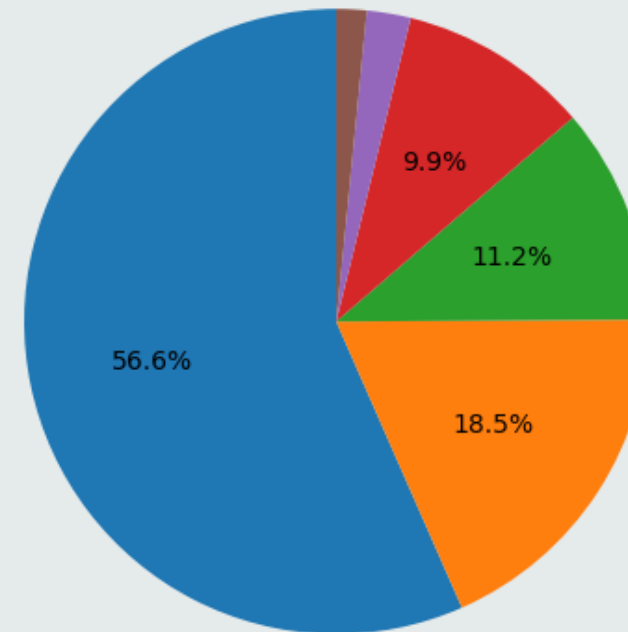
- Identify distinct customer segments
- Align segments with tailored travel perks
- Enhance customer retention



Key Findings: Who Are Our Customers

- High Value Travelers
 - Exclusive Discounts
- The Planner's Choice
 - Free Hotel Meal
- Long Stay Guests
 - Free Night Hotel Stay with Flight
- The Global Traveler
 - Complementary Lounge Access
- Families and Groups
 - Free Checked Bag
- The Flexible Traveler
 - Free Cancellation

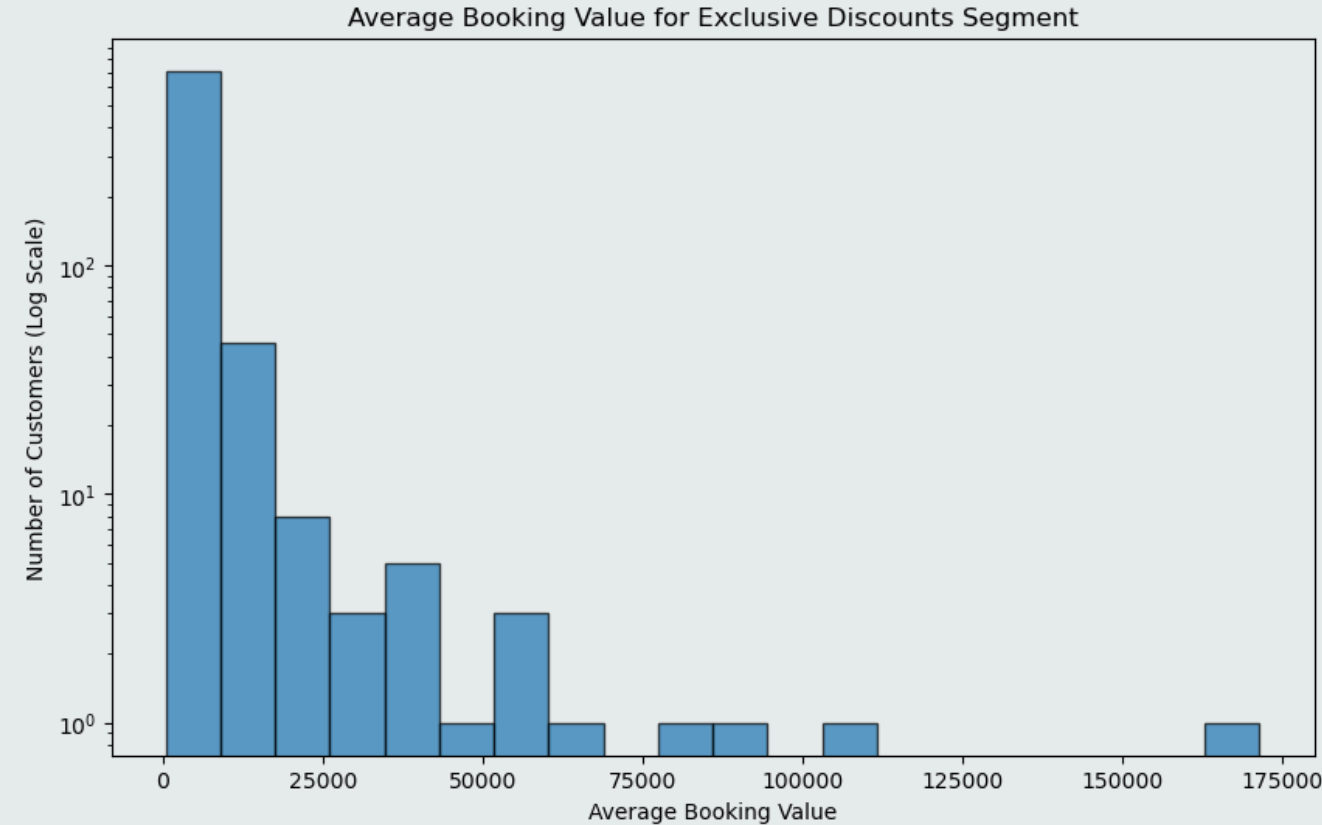
Customer Segments Overview



Segments	
Free Hotel Night	(n=2389)
Exclusive Discounts	(n=781)
Free Checked Bag	(n=473)
Free Hotel Meal	(n=416)
Lounge Access	(n=96)
Free Cancellation	(n=66)

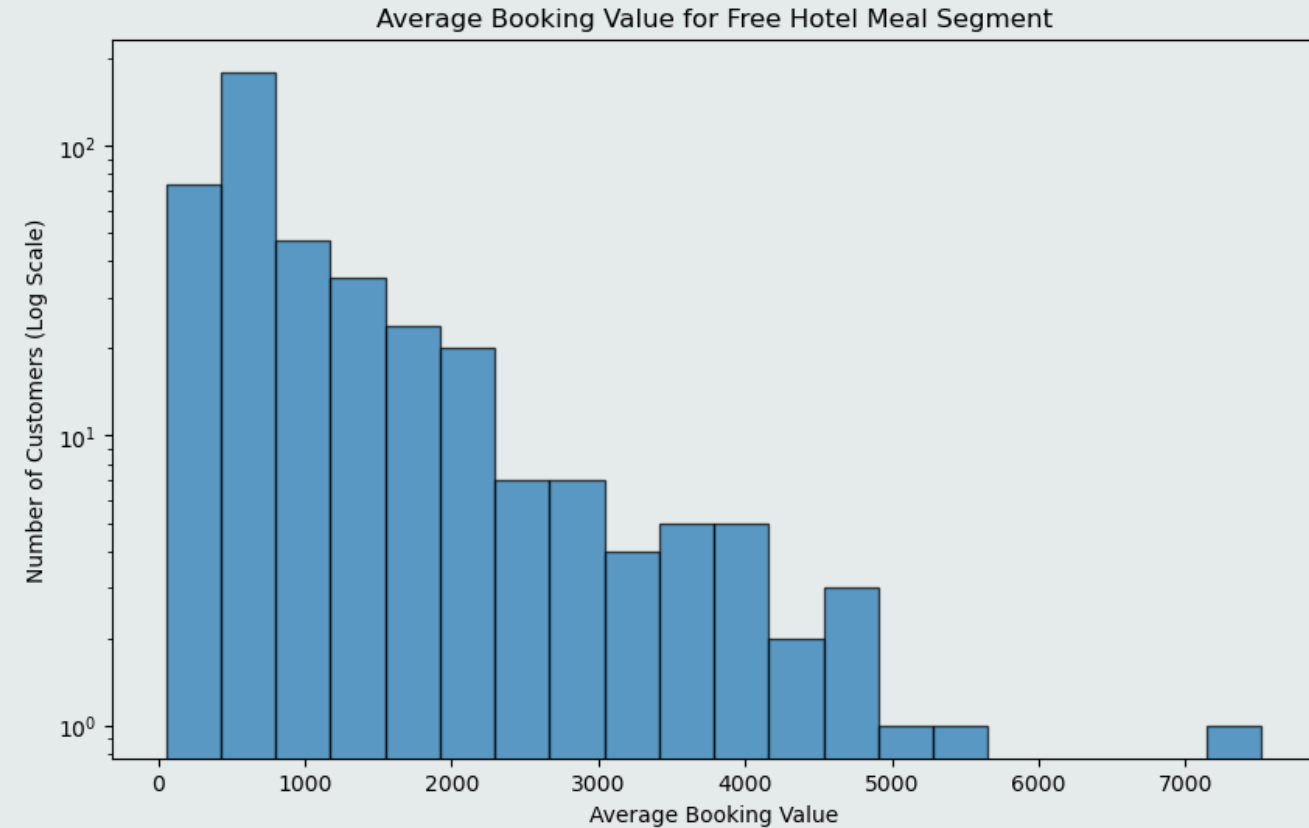
High Value Travelers

- Criteria
 - Top 15% of customers by spend during the cohort period
- Average Customer Lifetime Value
 - \$11,511
- Size of Segment
 - 781
- Recommended Perk
 - Exclusive Discounts



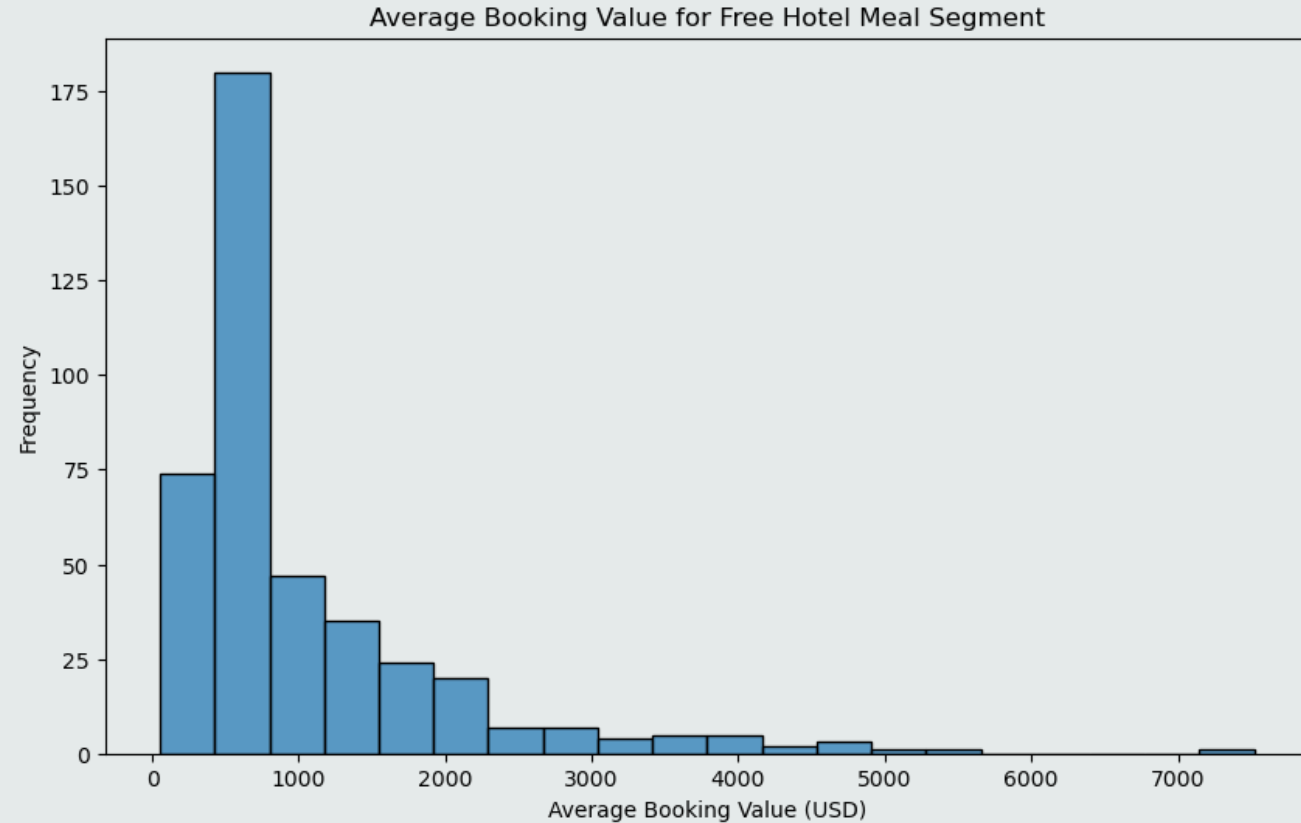
The Planner's Choice

- Criteria
 - Early Bookings and 1-Night Stays
- Average Customer Lifetime Value
 - \$2,495
- Size of Segment
 - 416
- Recommended Perk
 - Free Hotel Meal



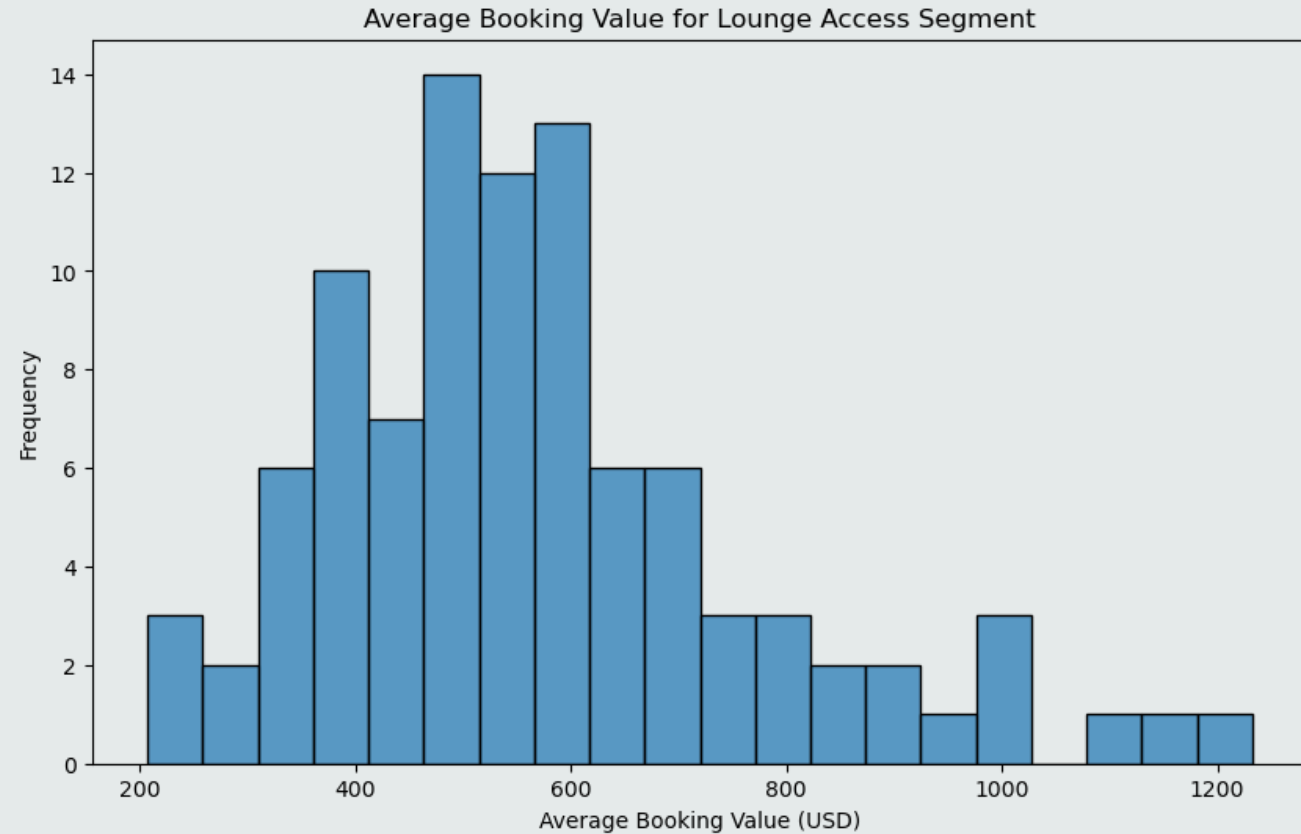
The Long-Stay Guests

- Criteria
 - Trips of 4 nights or more
- Average Customer Lifetime Value
 - \$1,886
- Size of Segment
 - 2,389
- Recommended Perk
 - Free Night Hotel Stay with Flight



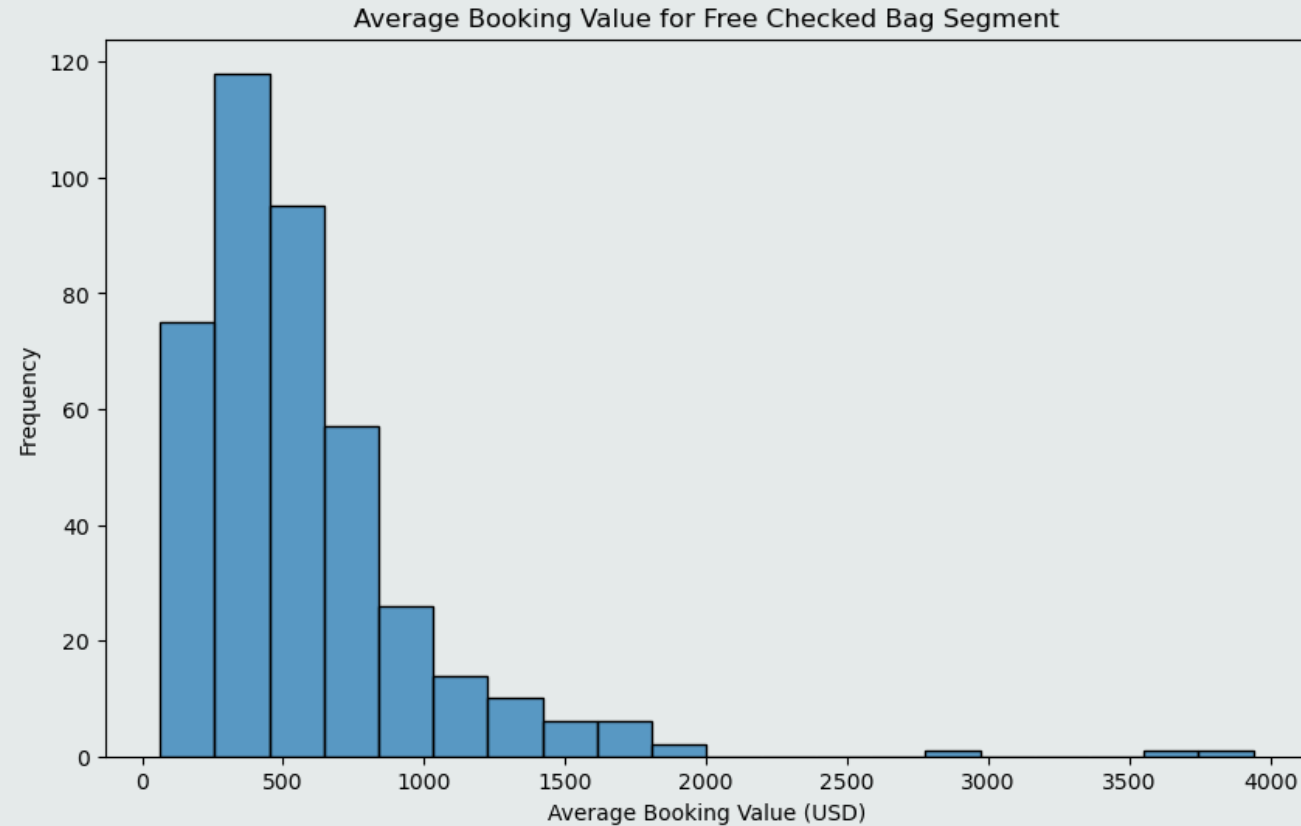
The Global Traveler

- Criteria
 - International Travelers
- Average Customer Lifetime Value
 - \$2,261
- Size of Segment
 - 96
- Recommended Perk
 - Complementary Lounge Access



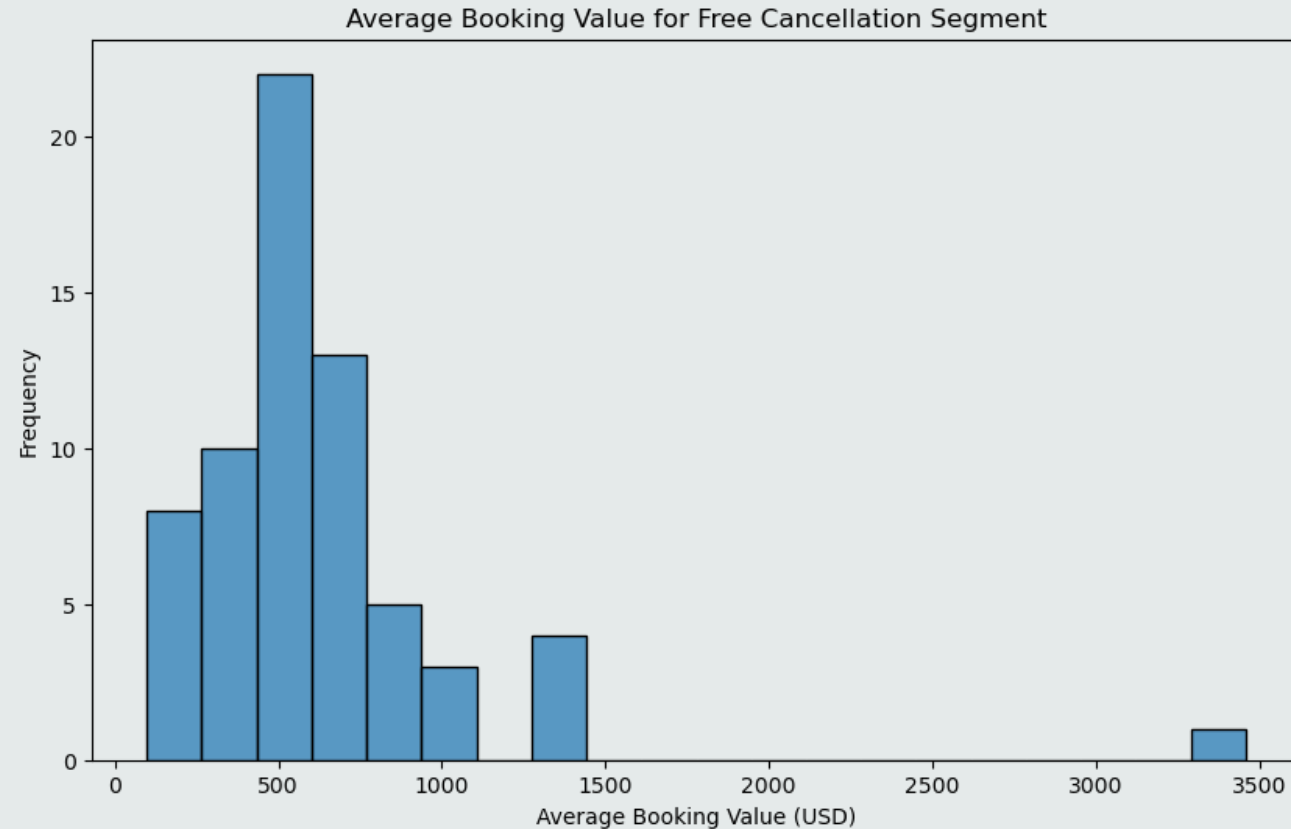
Families and Groups

- Criteria
 - Families: Married with Children
 - Groups: 6 or more airplane seats OR 3 or more hotel rooms booked
- Average Customer Lifetime Value
 - \$1,085
- Size of Segment
 - 473
- Recommended Perk
 - Free Checked Bag

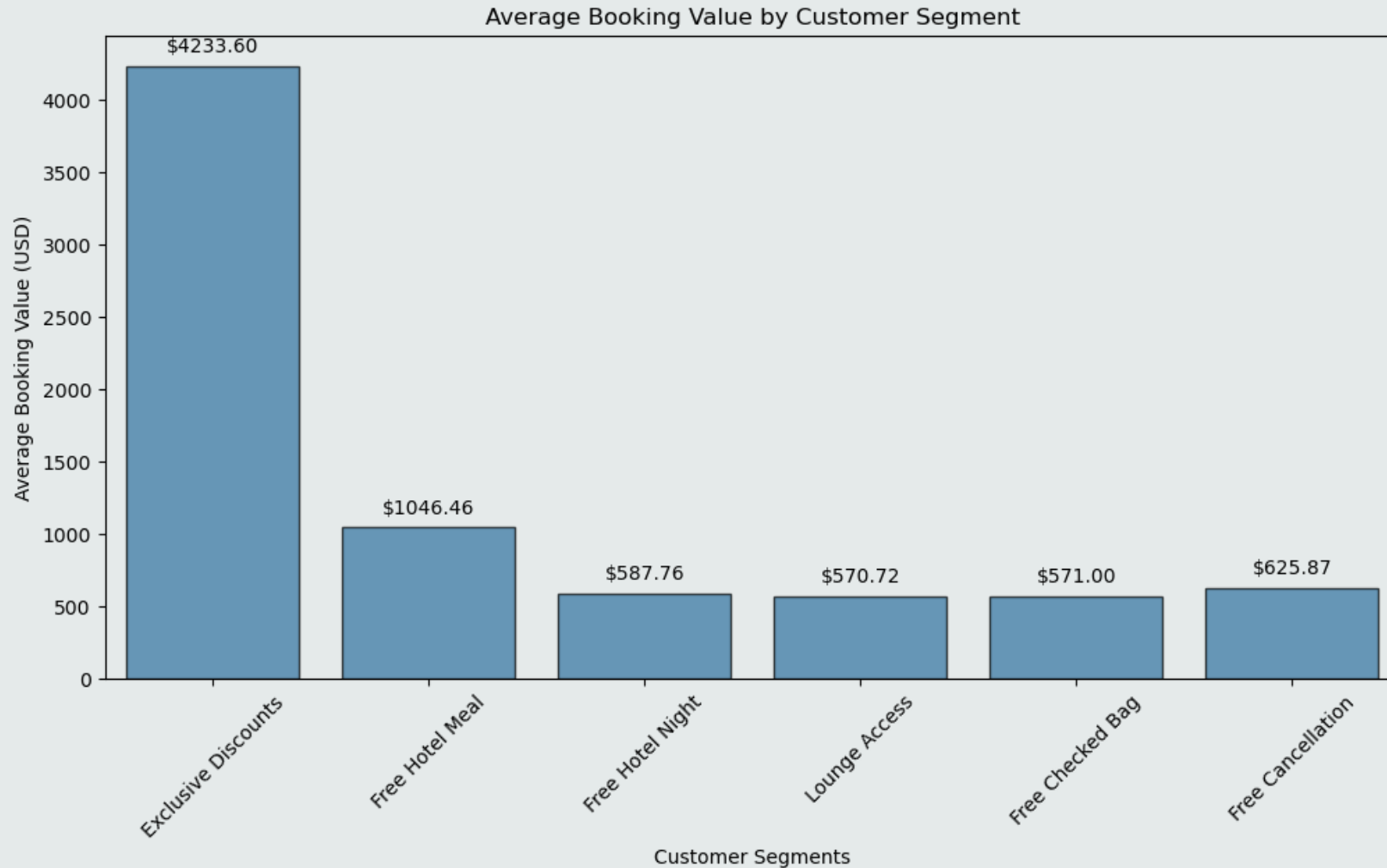


The Flexible Traveler

- Criteria
 - Have a session with the sole intention of cancelling a booking
- Average Customer Lifetime Value
 - \$1,783
- Size of Segment
 - 66
- Recommended Perk
 - Free Cancellation



Key Findings: Who Are Our Customers?



Recommendations:

A/B Testing for Segment Validation

- Objective: Validate the effectiveness of targeted perks for each customer segment.
- Metrics: Conversion Rates, Customer Engagement
- Timeline: 4-6 Weeks

Recommendations:

Launch the Rewards Program

- **Targeted Email Campaign**
 - Customized Perks for Each Segment
 - Personalized Messaging
- **Refine Segments**
 - Focus on High-Value Customers
 - Tiered Rewards System
- **Key Performance Indicators**
 - Customer Lifetime Value (CLV)
 - Engagement Rates
- **Timeline**
 - Initial Rollout: 2 Weeks
 - First Evaluation: 1 Month

Questions and Discussion

Thank You