TRAVELTIDE

WINNING BACK CUSTOMERS WITH INSIGHTS

Using Data-Driven Strategies to Reconnect with Lapsed Customers and Boost Loyalty

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TRAVEL TIDE REWARDS PROGRAM

- Travel Tide serves a growing community of approximately 1 million users, generating over 5 million unique app sessions.
- To encourage continued user engagement and loyalty, the company plans to introduce a rewards program tailored to user preferences and activity levels.
- This initiative is being led by Elena, the Head of Marketing, in collaboration with the Data team. The Data team has been tasked with identifying active users and recommending optimal reward perks to ensure the program's success.

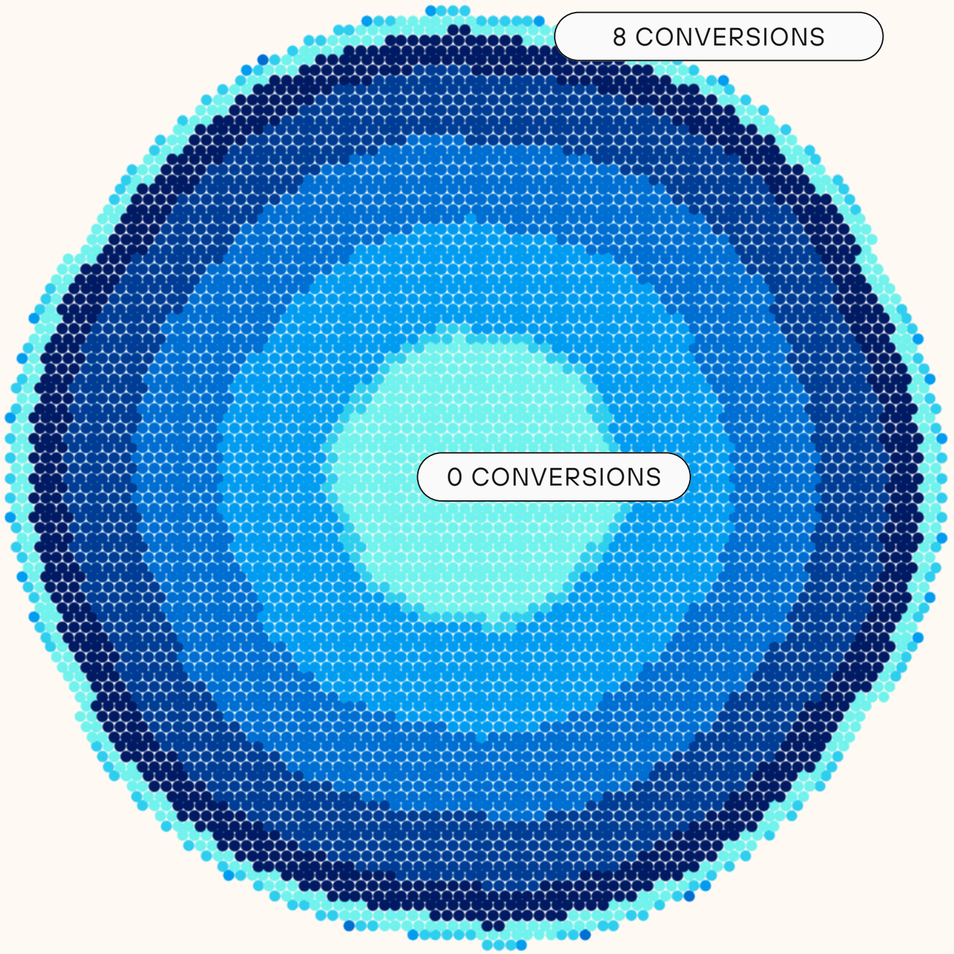
ACTIVE USERS

1.6M USERS

NOT ALL HAVE BEEN ACTIVE RECENTLY. HOW CAN WE TAP BACK TO THIS CUSTOMERS?

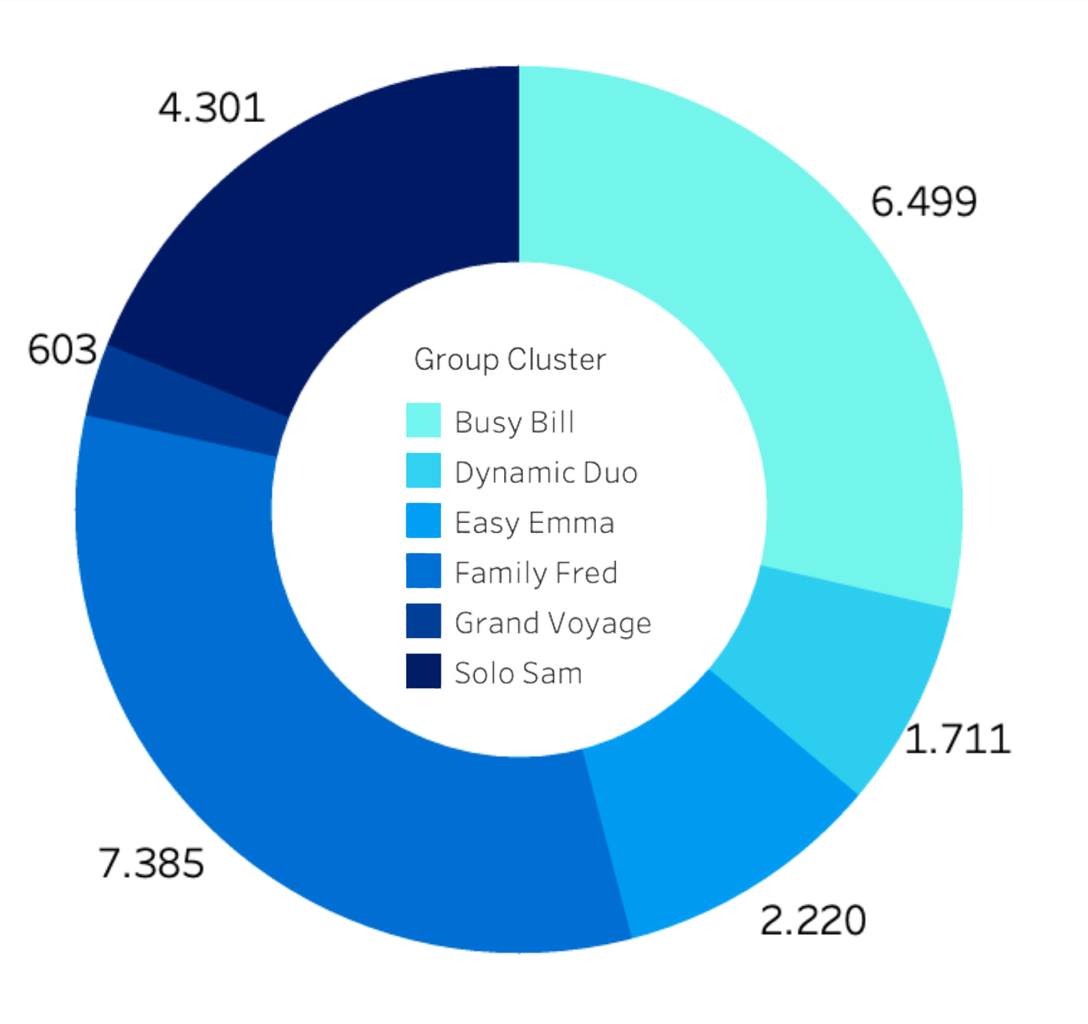
SINCE 4TH JAN, 2023

WE WILL INCLUDE USERS WITH MORE THAN 7 SESSIONS (5998 ELIGIBLE USERS). THIS INCLUDE SESSIONS AND TRIPS WITHIN THAT FRAME FOR ANALYSIS.

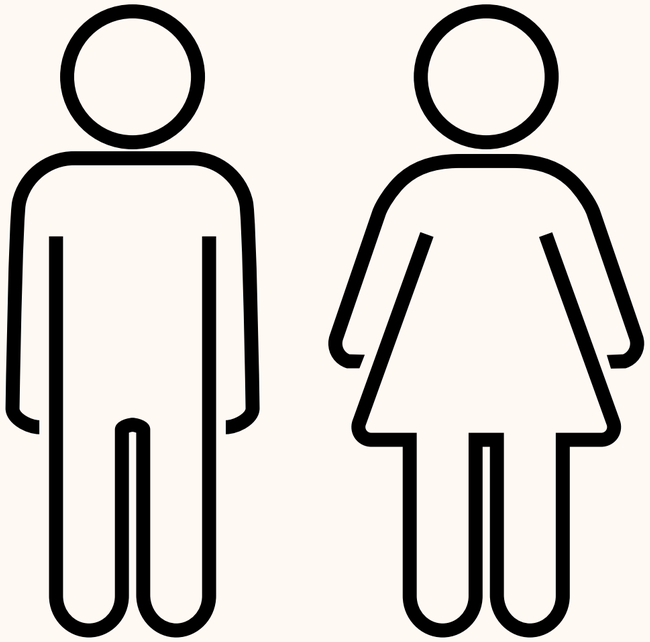


USER SEGMENTATION

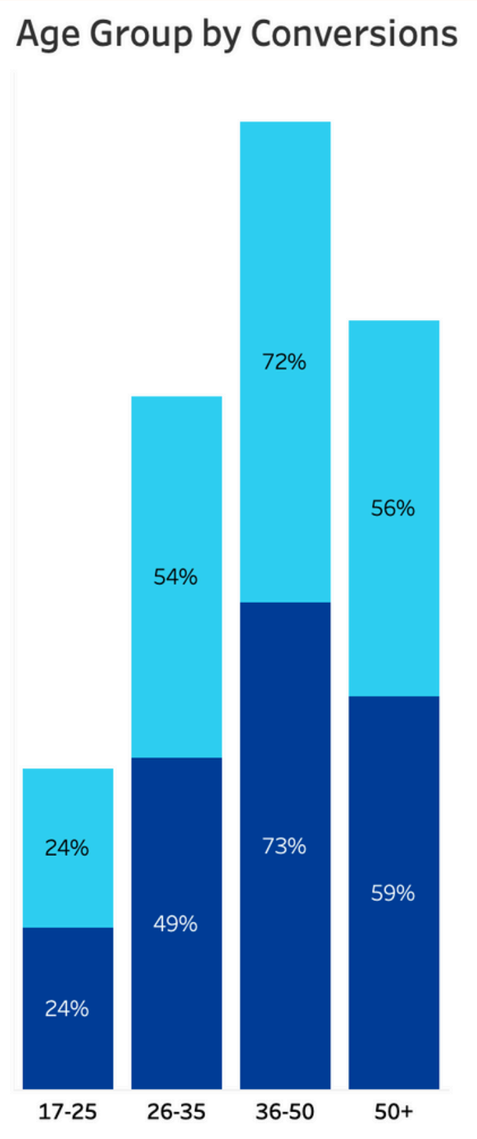
1. Session frequency.
2. Behavioural patterns.
3. Demographic profiles.
4. Integrated lifestyles.



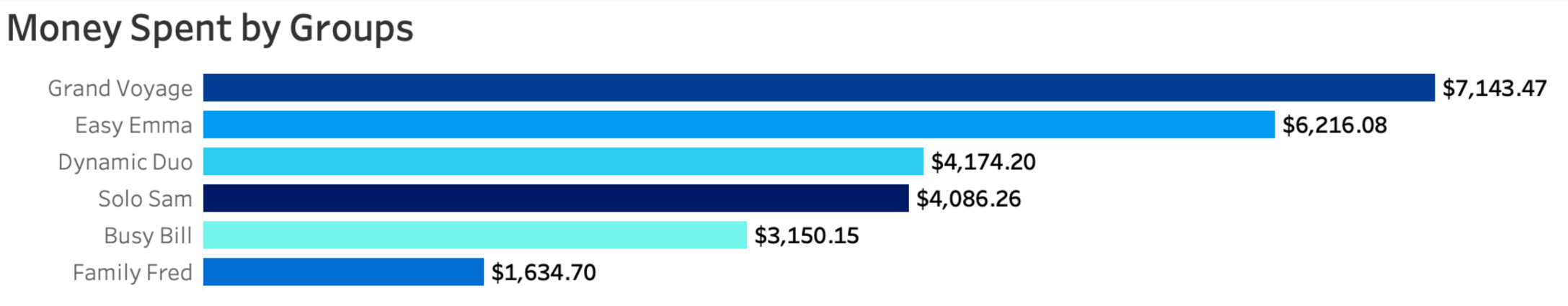
USERS DATA

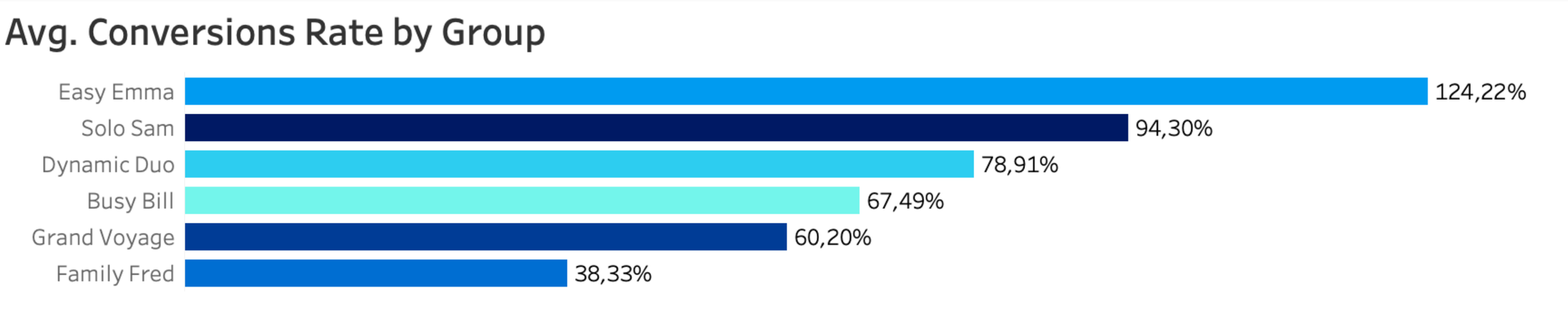


11.56% **88.29%**



TOP 3 ELITE & PREMIUM COHORTS





SOLO SAM

Low fares, high spirits, and a backpack full of dreams (and snacks).

- Higher spending on bookings ($4086.3), with a focus on both flights and hotels.
- Very strong conversion rate (0.94%) and higher frequency of bookings (4.07 trips).
- This persona likely prefers premium travel options with a focus on comfort, quality, and convenience.

FREDDIE'S FAMILY

Pack the kids, pack the snacks, pack the patience — we're ready for an adventure!

- Lower spending on bookings compared to others ($1634.7).
- Moderate conversion rate (0.38334) and session count (8.38).
- Moderate spending on flights and hotels, indicating a more budget-conscious traveler.

DYNAMIC DUO

Two tickets to paradise... and no one asking 'Are we there yet?'

- Moderate to high spending on bookings ($4174.2).
- Stronger conversion rate (0.78%) indicating they book frequently.
- Likely a couple traveling together (as indicated by spending pattern). Balanced between flights and hotels, suggesting a mix of leisure and practical travel.

BUSY BILL

Business on the go, but always in the cafe for a coffee break.

- *Higher overall spending ($3150.2).*
- *Stronger conversion rates (0.67%) with moderate session and click counts (8.34 and 151.35 respectively).*
- *Balanced travel between flights and hotels, indicating frequent work-related or personal travel.*

GRAND VOYAGER

Comfort first, and the world can wait... but that senior discount? Priceless.

- Extremely high booking amounts ($7143.5), suggesting they prioritize high-end, luxury experiences.
- Moderate conversion rate (0.60%), but strong overall expenditure.
- Likely a senior or affluent traveler who books luxurious, long-distance trips, possibly with more time for travel planning.

EASY EMMA

Frequent flyer miles, low-cost style, with a side of extra baggage (just in case).

- Very high spending on bookings ($6216.1), indicating a premium spender.
- Very strong conversion rate (1.24%) with a focus on both flights and hotels.
- Likely to be a high-net-worth individual or a frequent traveler with a preference for luxury or premium options.

SUMMARY
CATEGORY CLUSTER KEY CHARACTERISTICS

Elite Value

- **Easy Emma**: High spending, low conversion (Premium spenders)
- **Solo Sam:** Moderate-high spending, moderate conversion
- **Grand Voyager:** Ultra-high spending, low conversion (Luxury travelers)

Premium Economy

- **Dynamic duo:** Moderate spending, high conversion (Efficient converters)
- **Busy Bill:** Low-moderate spending, high conversion
- **Freddie Family:** Low spending, moderate conversion (Budget travelers)

ELITE VALUE

GRAND VOYAGE

- Priority Boarding
- Elite Travel Insurance
- Exclusive Airport Lounge
- Additional Luggage Allowance
- *Flying Angel Assistance
- Complimentary Upgrades (First Class/Business Class)

EASY EMMA

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PREMIUM ECONOMY

BEN & JEN

- Frequent Flyer Bonus
- Basic Travel Insurance
- Free Seat Selection
- Airport Shuffle Service (< 5km)
- 5 kg free Check in Baggage allowance

BUSY BILL

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FREDDIE FAMILY

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DATA-DRIVEN DECISIONS

CORE IMPLEMENTATION

- A/B testing for Elite and Premium Group
- Minimum duration 6 -12 months
- Create 3 new campaigns based on solutions
- SALES PUSH

TT TABLEAU VIZ

TT GIT

TRAVELTIDE VIZ

"DATA IS A TOOL FOR ENHANCING INTUITION..."

Hilary Mason