



TravelTide Customer Rewards Program

Data-Driven Segmentation for Personalized Customer Engagement Strategy

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Project: Customer Analytics & Rewards Program Design

The TravelTide Story

Company Context

- Founded in April 2021 during the COVID recovery, with Kevin Talanick as operating CEO & Elena Tarrant, TravelTide's Head of Marketing
- Best-in-class data aggregation and search technology
- Largest travel inventory in the e-booking space
- Experiencing steady growth



The Challenge

TravelTide serves thousands of customers, but we're treating them all the same.

5,722
Active
Customers

Different
Travel Behaviors

One
Current Strategy

The Opportunity

By understanding our customers better, we can create personalized rewards that increases booking and loyalty.



Decided Approach: Smart Segmentation

6 months of customer data were analyzed to identify distinct groups:

- ➡ **What they spend** - Total bookings and average transaction value
- ➡ **How often they book** - Session frequency and booking patterns
- ➡ **Travel preferences** - flight types, hotel stays, and destinations
- ➡ **Engagement levels** - how actively they use our platform

Result: 3 distinct customer segments were identified, each requiring a different approach to maximize their value.

Meet Our Three Customer Segments



HIGH-VALUE OCCASIONAL (41%)

2,106

customers

Avg spend:

\$3,723

7.6

bookings

Take fewer trips, but spend big when they do.
Want premium experience.



BUDGET OCCASIONAL (50%)

2,569

customers

Avg spend:

\$1,794

3.8

bookings

Our largest segment. Book regularly, value-conscious, want good deals.



WINDOW SHOPPERS (9%)

474

customers

Avg spend:

\$488

0.6

bookings

Browse extensively but rarely book. Need incentives to convert.



The Right Reward for the Right Customer

Personalized Rewards Strategy

HIGH-VALUE OCCASIONAL

 Free hotel night
with flight

 Exclusive
discounts

✓ No cancellation
fees

Goal: Enhance their
premium experience

BUDGET OCCASIONAL

 Free checked bag

 Free hotel meal

 Exclusive member
discounts

Goal: Add value to
every trip

WINDOW SHOPPERS (9%)

 3 Book 3 get 20% off

 First booking bonus

 Limited time offers

Goal: Convert browsers
to bookers

5,149 customers eligible - Each receive rewards tailored to their travel style.



The Business Impact

Projected Results (12 Months)

Revenue Growth

- Additional bookings from retained customers: \$487K
- Increased spending from engaged customers: \$731K
- Customers saved from churning: \$233K
- **Total Revenue Impact: \$1.5M**

Investment Needed

- Reward costs: \$650K
- Implementation: \$210K
- **Total Investment: \$860K**

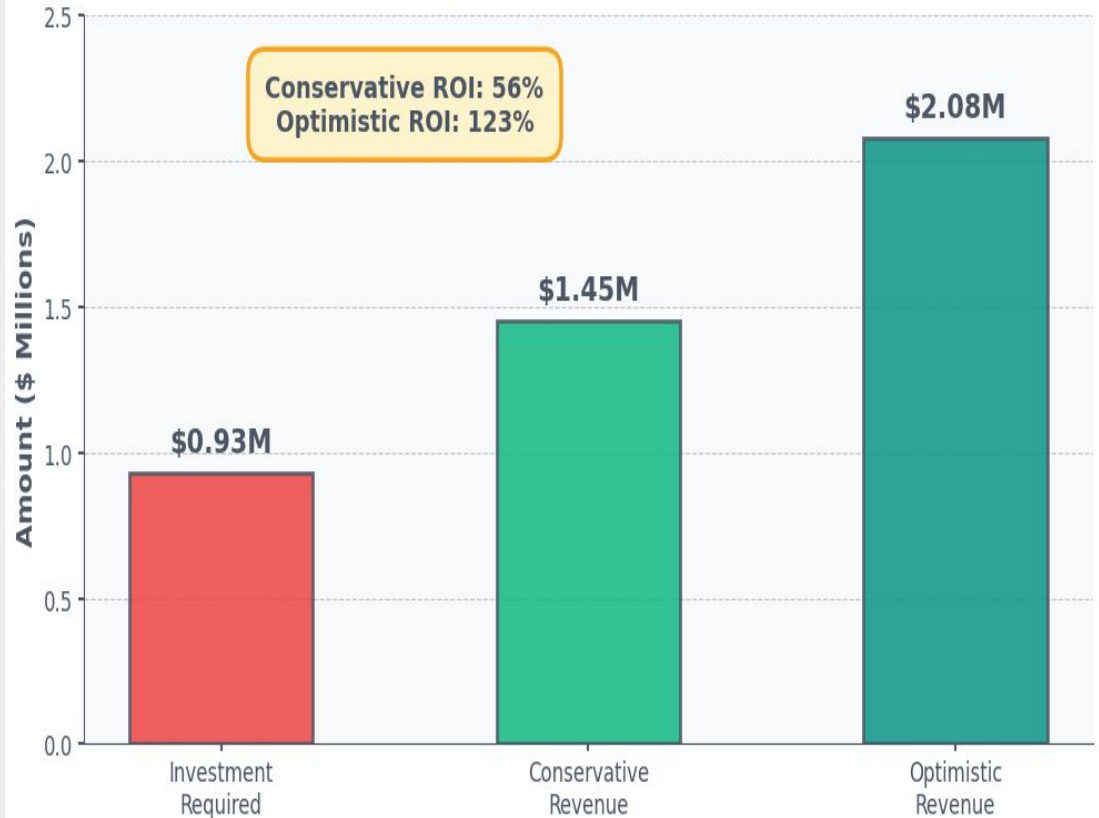
Conservative ROI: 56%

Optimistic ROI: 123%

Customer Behavior Changes

- Booking frequency: +15% average increase
- Customer lifetime value: +20% improvement
- **Customer satisfaction: Expected jump from 7.2 to 8.5/10**

Investment vs Projected Revenue Impact (12 Months)



Smart Rollout : 3-Phase Approach

Phase 1: Pilot (Months 1 -2)

Start small:

Launch with Budget Travelers only (our most engaged segment)

Validate: Test enrollment and redemption rates

Learn: Adjust before scaling

Phase 2: Scale (Months 3 - 4)

Expand: Roll out to all 5,149 customers

Monitor: Track redemption patterns

Support: Launch conversion campaign for Window Shoppers

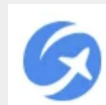
Phase 3: Optimize (Months 5 - 12)

Refine: A/B test reward combinations

Resegment: quarterly customer analysis

Predict: Add churn prevention models

Key Success Factor: Quarterly resegmentation is critical. Customer behaviour changes, and our strategy must adapt.



Recommendation: Move Forward

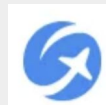
Why Now?

- We have **actionable customer insights** ready to deploy
- Conservative projections show **56% ROI** in year one
- Phased approach **minimizes risk** while maximizing learning
- Our competitors are already personalizing - we need to keep pace

Immediate Next Steps

- Approve Phase 1 pilot budget: **\$215K**
- Form cross-functional implementation team
- Begin technical setup for rewards platform
- Launch pilot in **30 days**

**The opportunity is
clear: personalized
rewards = more
bookings**



Questions?



THANK YOU

