

MARKETING SEGMENTATION

AIRLINE FREQUENT FLYER

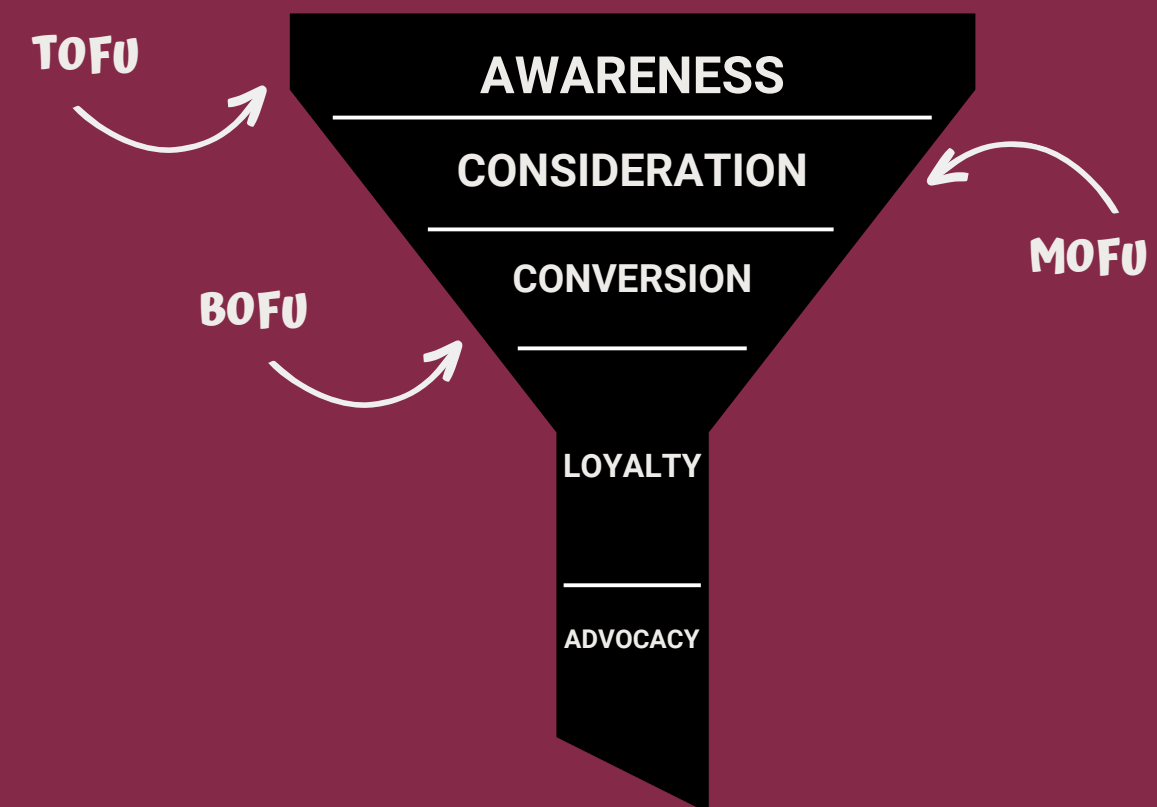
Laksmi Amalia Wulandari

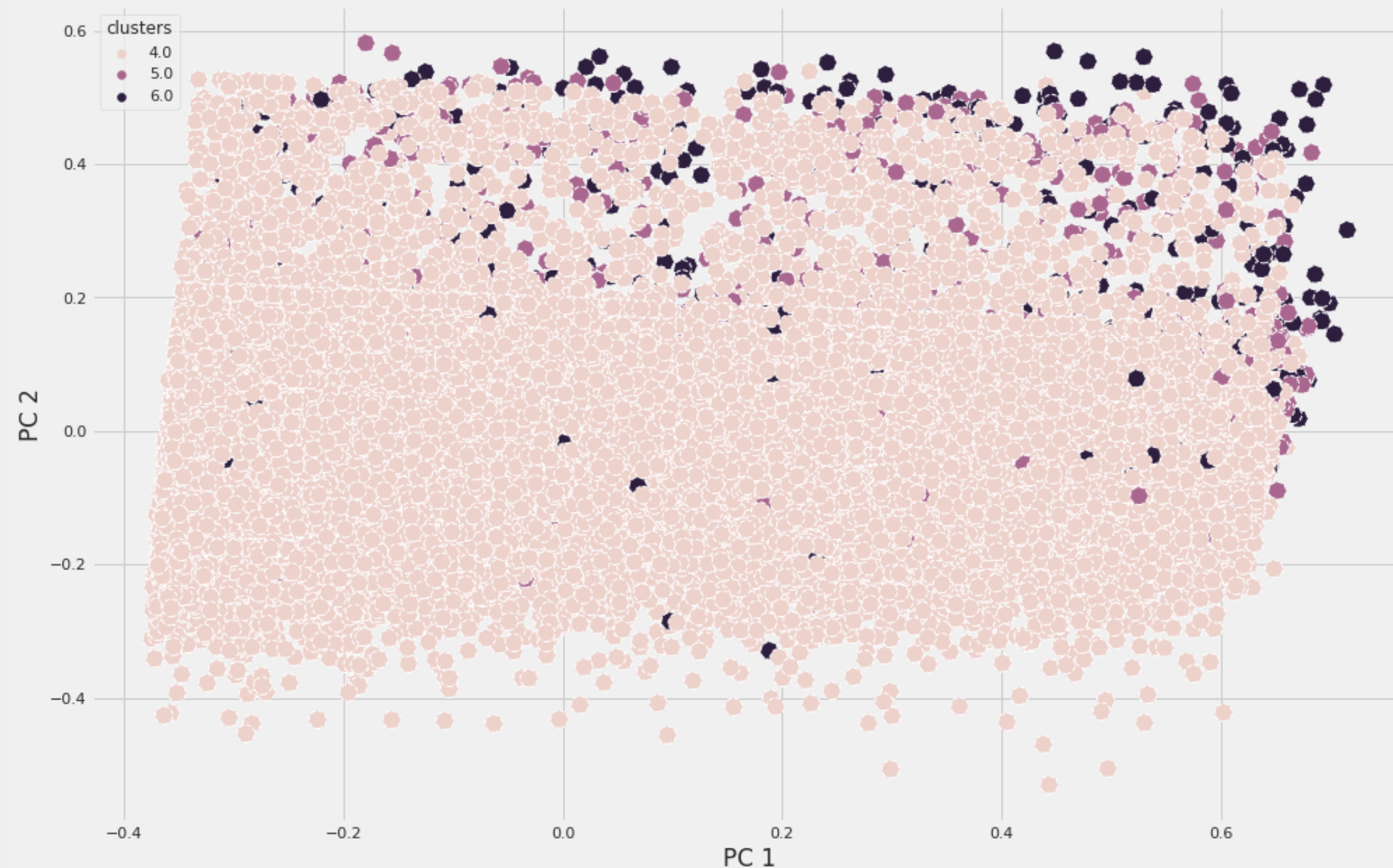
GOALS

In this project, we will try to analyze the characteristics of airline member, based on various category, to help rebuild the classification of membership levels. The result from this analysis, will help the company to identify what is the right marketing steps for each level.

MARKETING FUNNEL

A marketing funnel is a series of stages to guide prospects through the customer journey. The funnel helps marketing teams plan and measure efforts to attract, engage, and convert prospects through content and other marketing materials, like landing pages and ads.





SCATTER PLOT

CURRENT TIER MEMBERSHIP

Based on the plot, the spread of current tier membership classification is quite bias and unclear. It can create wrong marketing moves, because the segmentation is unclear.

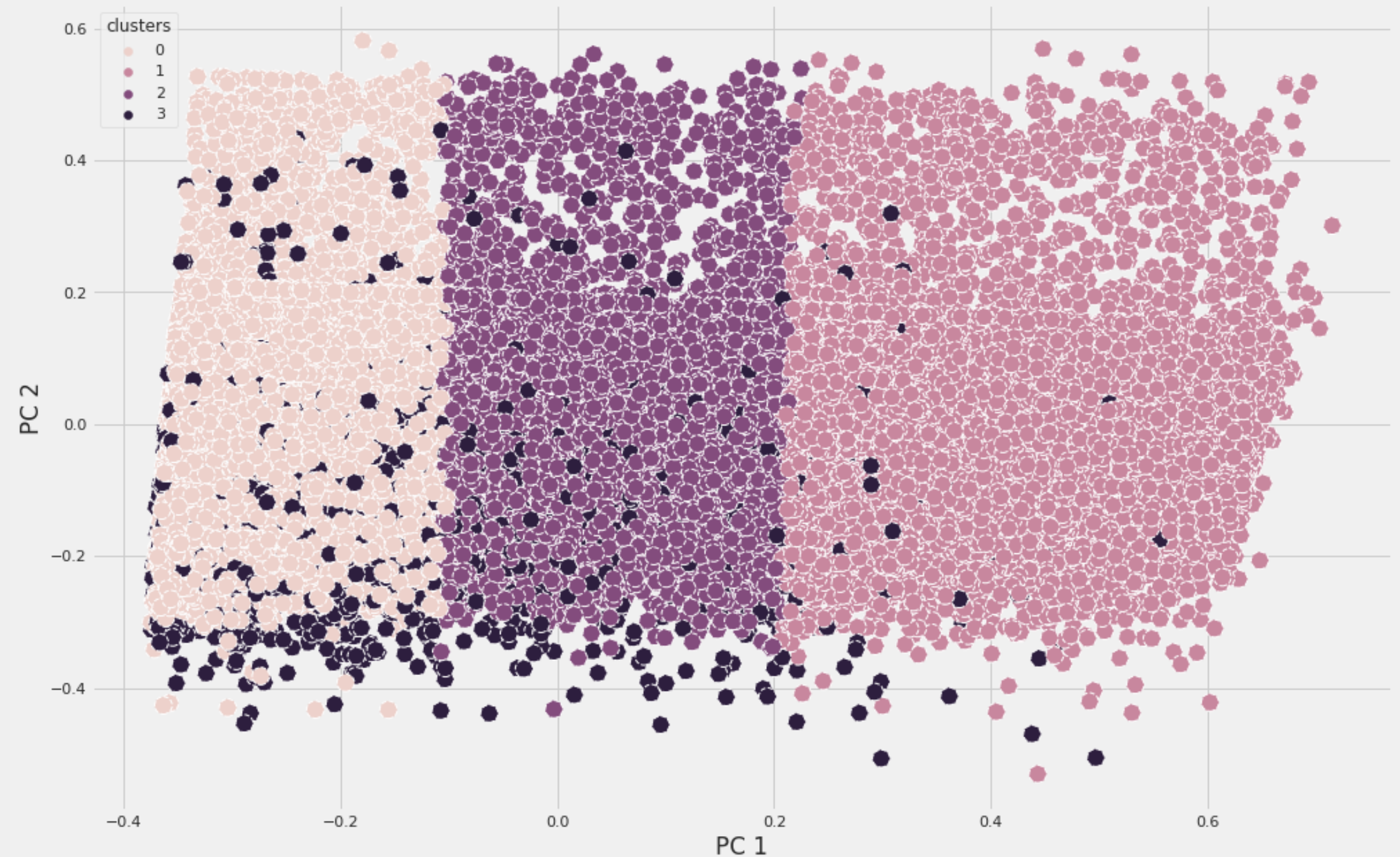
SCATTER PLOT

PROPOSED TIER MEMBERSHIP

Based on the plot, the spread of the proposed tier, has more clear boundaries for each class or clusters.

We can re-classified the membership :

1. Gold Tier Flyer - Cluster 1 to 2
2. Silver Tier Flyer - Cluster 0
3. Bronze Tier Flyer - Cluster 3



PROPOSED TIER EXPLANATION



GOLD TIER FLYER

BOTTOM OF FUNNEL - BOFU

Customer in this stage already loyal, and built strong and trustworthy relationship with the company



SILVER TIER FLYER

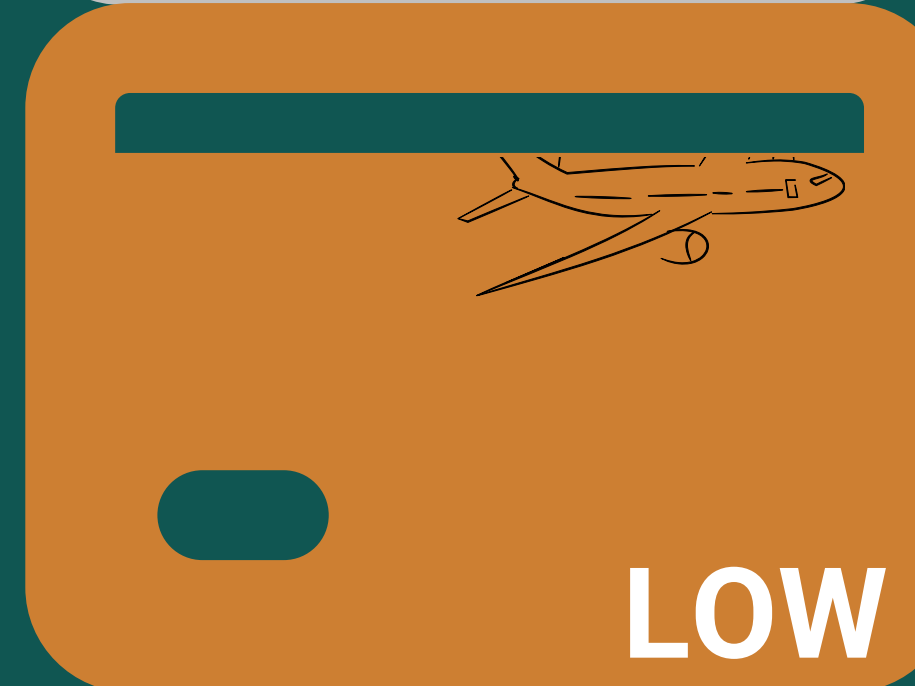
MIDDLE OF FUNNEL - MOFU

Customer in this stage is engaged with our company in a meaningful way, but not as much as the High Tier Flyer or BOFU

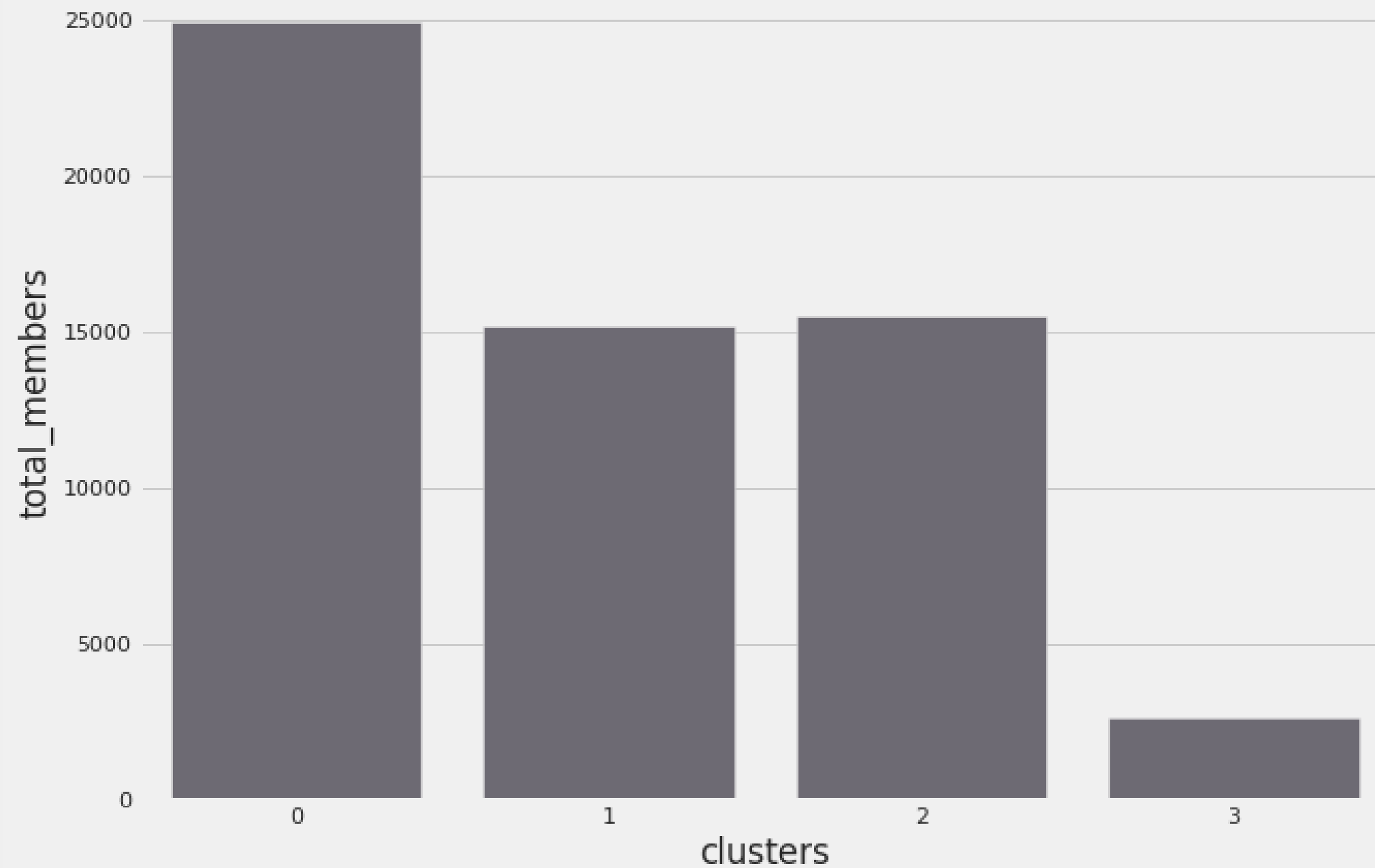
BRONZE TIER FLYER

TOP OF FUNNEL - TOFU

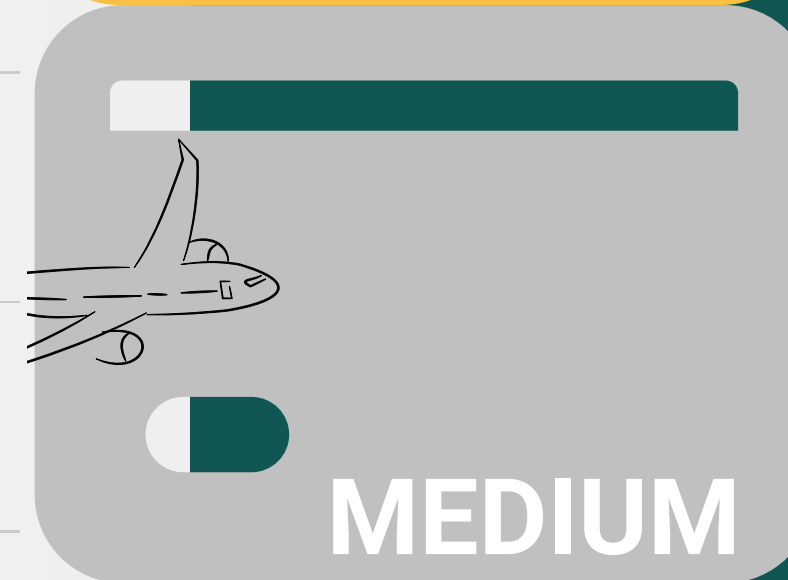
Customer in this stage is in the early stage of membership, where we can prospects the customer and create awareness to our services.



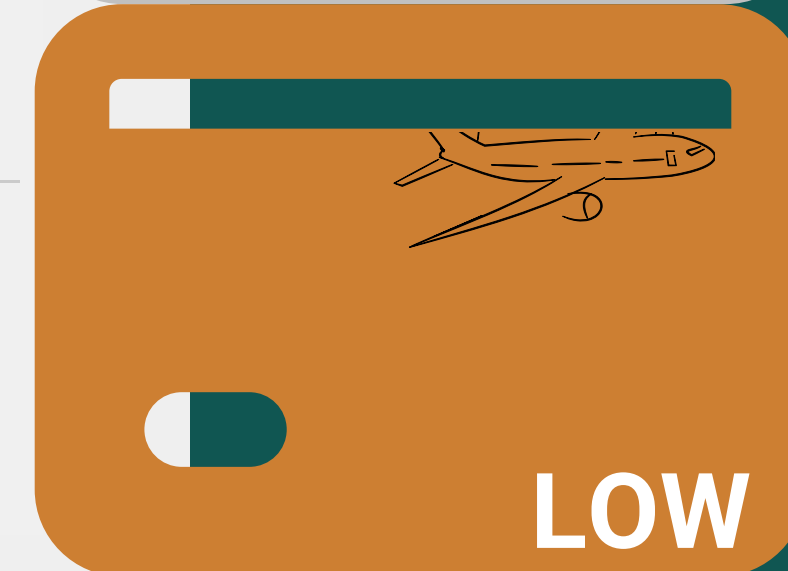
TOTAL MEMBERS PER TIER



GOLD TIER
30K MEMBERS



SILVER TIER
25K MEMBERS

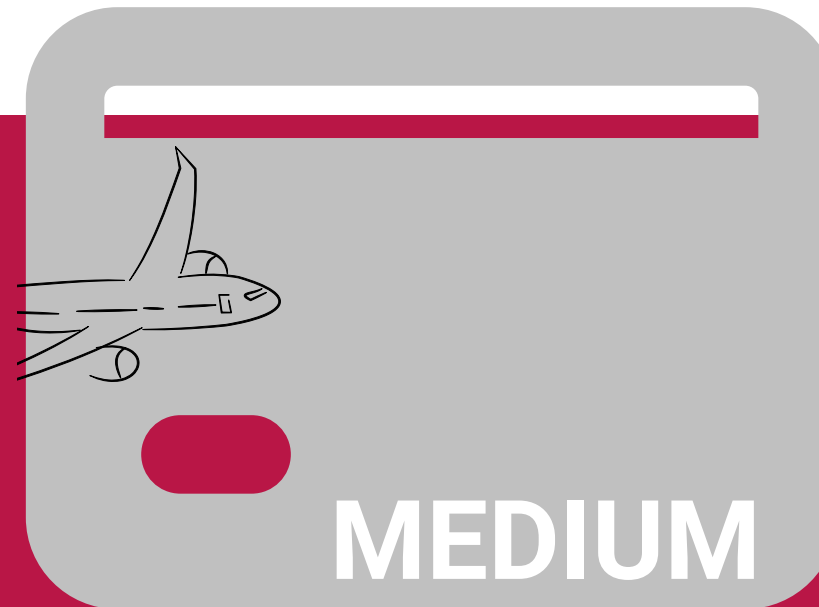


BRONZE TIER
2,5K MEMBERS



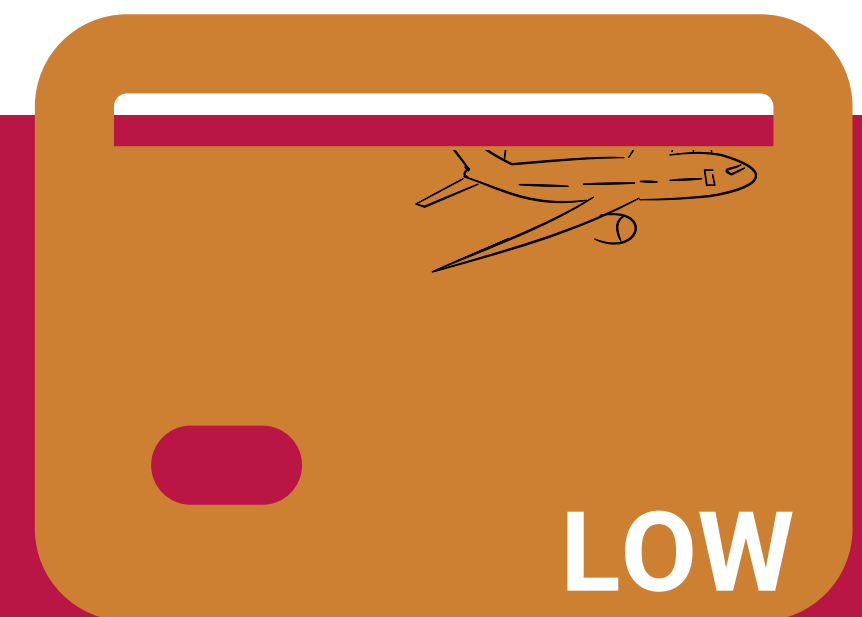
CHARACTERISTIC :

- High amount of total points around [15000 to 18000 points] with high exchanged point
- Higher value of discount used [72% to 75%], miles [18000 to 22000 miles] and average flight taken [13 to 16 times]
- Prefer long flight, such as international flight with small time distances between one flight to another



CHARACTERISTIC :

- Medium amount of total points [6000 to 10000 points] with moderate exchanged point
- A little less value of discount used [70%], miles [9000 to 15000 miles] and average flight taken [6 to 9 times]
- Varies types of flight [short / long duration of flight] with medium time distances between one flight to another



CHARACTERISTIC :

- Low amount of total points [2000 to 3500 points] with low exchanged point
- A bit small discount value [69%], miles [3300 to 4200 miles] and average flight taken [2 times]
- Prefer short distance trip, with quite long time distances between one flight to another

MARKETING SEGMENTATION



GOLD TIER

More enticing exclusive offers to help keep them loyal, continue using the airlines even when it is low season, such as:

1. Creating a travel package collaboration with resorts or hotel groups
2. Additional services [exclusive meal plan, pre-launch promotion campaign]
3. Exclusive and limited time mileage or points exchange [occasional exclusive gift]



SILVER TIER

Engaged more with the members so we can gradually convert the membership status, to higher level, with :

1. Free membership upgrade
2. Additional personal benefit.



BRONZE TIER

Encourage the members to fly more often by creating travel campaigns with :

1. Multiple choices of discounts
2. Cashbacks and/or gift card
3. Double points if they take next flight in limited time area

THANK YOU

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