

Personalized Perks Program at TravelTide

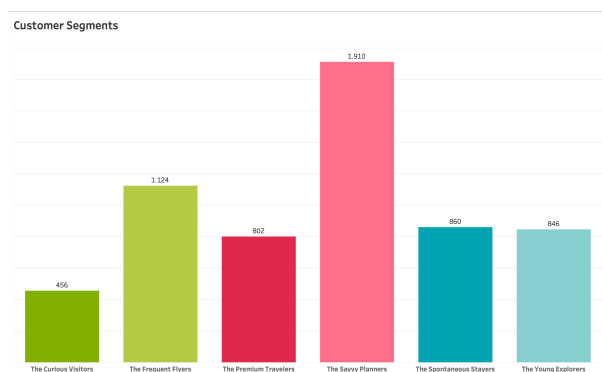
Objective:

To increase customer engagement, drive bookings, and reward valuable behaviors by designing a personalized perks program tailored to distinct traveler segments.

Approach:

Using session- and user-level data from the TravelTide platform, a KMeans clustering algorithm identified six distinct user groups based on behavioral, booking, and demographic characteristics. Each group received a targeted perk designed to maximize impact on their unique travel behavior and engagement potential.

Customer Segments Identified:



1. The Curious Visitors – Younger users with low booking activity
→ **Welcome Drink**
2. The Frequent Flyers – High-value flight bookers
→ **Free Checked Bag**
3. The Premium Travellers – High-spending hotel bookers
→ **Free Hotel Meal**
4. The Savvy Planners – Loyal early bookers with low cancellation rates
→ **No Cancellation Fees**
5. The Spontaneous Stayers – Short-stay travelers
→ **Hotel Night Combo**
6. The Young Explorers – No-bookers with high session activity
→ **Exclusive Discounts**

Key Benefits:

- Personalized perks increase perceived value and relevance.
- Targeting based on behavior ensures efficient use of incentives.
- Designed for scalability and campaign tracking.

Next Steps:

- Launch targeted email campaigns per cluster.
- Monitor behavioral impact over 6 months.
- Expand visibility of perks program to untargeted users via marketing banners and promotions.