# Personalized communications

Background

Personalized communications are at the heart of our marketing strategy. Test & Learn results in the past suggests personalized emails & mailings had 15% to 35% increase in response rates. So we always strive to deliver the right message to the right guest at the right time. Data scientists play a crucial role in delivering this by applying statistical techniques in combination with other business intelligence / industry best practices to equip our marketing teams with data driven strategy.

The degree of personalization varies from simple rules (name, last ship etc.…) to more tailored & targeted offers with many variants.

Task

Prepare a 15-minute presentation on how you would determine the most appropriate guest segments for personalizing the email/mailing and brief the Holland America team your proposed data strategy. At the end of the presentation, you will have 10 minutes for Q&A.

Your presentation should be positioned in the context of CRM and the language used should be pitched to subject matter experts (and not just fellow data scientists).

Whilst the presentation should focus on personalization, the audience will be looking for an appreciation of other considerations and approaches such as test & learn, forecasting response rates (email engagement, conversion rates etc.…) and other best practices in email marketing.

In addition to the dataset given, you can use other sources of information as relevant to shape your presentation.

Data Glossary

* Cruise Embark Date
* Age Banding
* Cruise Ship Name
* SubTrade - cruises grouped based on destinations visited and number of nights
* Lifestage
* Lead Time - Time difference in days from booking the cruise to the embarkation date
* Mosaic Group – Experian mosaic affluence grouping (lots of info on this available in Experian website)
* Net Weekly HH Income – census regional data matched at output area level
* Mosaic Type – Detailed demographic groupings – see <https://www.theaudienceagency.org/insight/mosaic#:~:text=Vintage%20Value%20are%20elderly%20people,an%20increasing%20amount%20of%20support>. For more details
* Total Children – number of children travelling with
* Fare type - Select Fare is the premium fare with added benefits and others being Early Saver & Saver (which is Late Saver) with less benefits
* Cabin Meta – cheap to premium cabins (Insides, Outside, Balcony, Minisuite & Suite)
* Cruise Experience – has the guest already cruised with HAL (Past Guest) or is it their first cruise (Newcomer)
* Cruises Completed with HAL - the number of times they had previously cruised with the brand
* Region - postcode based regional grouping
* Contactability – Guests who had consented to receive Email only or Mail only or both Email & Mail
* Duration – no of nights the Guest is on the cruise (similar to the of nights staying in a hotel)