



CASE STUDY

Unlocking the Power of First-Party Data for a Leading Leisure Travel Group

Why

This large European tour operator and award-winning airline, with over 15 million customers, takes travellers to more than 65 sun, city and ski destinations.

Our challenge was:

- To help the client drive cost efficiencies and increased revenue, and to eliminate channel siloes
- To give marketers and analysts direct and "actionable" access to the single customer view for data-driven marketing activities
- To help the client apply more intelligence to its direct marketing campaigns, through effective marketing decisioning

What

With Redpoint Journey Orchestration, marketers and client teams who previously had to write code or work with IT to segment and activate data:

- Now use Redpoint for fast, powerful, user-friendly no-code access to the single customer view and to all associated preference, booking and contact history data
- Use Redpoint to develop and execute multi-step and multi-channel campaigns that include pre, during and post flight/stay communications and ancillary-focused upsell messaging
- Now use Redpoint's advanced journey orchestration capabilities for both ad-hoc and customer lifecycle campaigns. They leverage multiple models for campaign optimisation (e.g., preferred channel or departure airport)

Wow

Using Redpoint, the company has achieved several major benefits, including:

- **Greater customer knowledge:** Redpoint's segmentation and visualisation features enable users to better understand customer profiles and booking, repeat booking and upsell dynamics.
- **Cost-effective acquisition:** Existing customers are suppressed from acquisition-focused Google Ad campaigns.
- **Channel siloes no more:** The Redpoint solution brings the company's customer-first ethos to life, providing a single point of control and a "joined-up" approach for multiple channels.
- **Increased booking conversion rates:** Timely, automated abandoned cart campaigns encourage customers to complete their bookings.