



# CDP In Action



## Travel & Hospitality Use Cases

Increase Efficiency, Productivity & Revenue

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## Introduction

For any marketer, top line revenue growth is a critical KPI, coming from a combination of new customer acquisition as well as LTV growth for existing customers. ActionIQ recognizes that marketers are working with limited budget and organizational resources (people and technology) to deliver this revenue growth

For traditional travel & hospitality brands, the challenge from OTAs is two-fold, competition for bookings and lost access to valuable insights as a result of bookings made outside their ecosystem. These brands still ultimately own the customer experience but struggle to drive the right communication or the right offer at the right time.

ActionIQ delivers the capabilities travel & hospitality companies need for optimal efficiency and productivity in today's competitive landscape. The following set of use cases focuses on:

- **Marketing productivity:** improve budget efficiency and reduce spend waste, driving an overall increase in ROI without brand over-saturation and dilution
- **Organizational efficiency:** optimize people, process, and technology to ensure you can drive automated, coordinated cross-channel campaigns, then redeploy expensive resources to high value work
- **Incremental revenue:** find new revenue opportunities to acquire more valuable customers, grow LTV, and retain high-value customers with deeper customer intelligence and personalization

## Streamline customer communications with audience exploration

### CHALLENGE

This **international hotel chain** struggles to connect siloed data from OTA bookings back to known customer data from direct bookings and loyalty programs. Without access to the valuable insights across the entire customer interaction, this client struggles to provide the right communications and the right offers in a timely fashion. Most communications are very generic, based off of a small number of customer segments that are used over and over.

### AIQ APPROACH

- Apply both probabilistic and deterministic logic to map ALL customer data to a unified customer profile
- Enable marketers to perform all key audience-related tasks, from discovery to orchestration, on a completely self-service basis
- Activate unified profiles across a range of activation channels, such as email, paid media and direct mail


**12%** increase  
 in app engagement  
 (most profitable channel)


**70%** decrease in  
 time-to-market

## Automate customer journeys to ensure seamless customer experience

### CHALLENGE

This **major American airline** is struggling to manage customer experience post-booking, without a way to control customer service communications versus marketing communications at the right time and across all touch points.

### AIQ APPROACH

- Build out post-booking journeys that weave in both marketing events and customer service events that allow for seamless customer communication
- Create a 'highest services' category that can be triggered, suppressing all marketing communications, when there is a customer service event such as flight cancellation or gate change

↑ **10%** increase in NPS

↓ **20%** decrease in customer service calls

## Increase loyalty program membership and move customers between tiers

### CHALLENGE

This **American airline** has a multi-tier loyalty program, and one of the strategic goals was to increase the size of the program through targeted marketing strategies. The client struggled to ensure they were targeting each tier with the correct messages to encourage entry into the program and increase spend from existing members.

### AIQ APPROACH

- Develop a look-alike model to identify customers not currently in the program, who resemble current members based on their behavioral characteristics
- Create a campaign to target these customers with relevant communications to invite them into the program to encourage spend
- Use look-alike approach within the program to encourage members to move up through the tiers


**10%** increase  
 in spend velocity  
 across all loyalty tiers


 Increased engagement  
 across all membership  
 levels

## About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. As an Enterprise CDP, ActionIQ helps Fortune 500 companies connect their first-party customer data, orchestrate cross-channel campaigns, and measure incremental lift across all digital and offline channels. They are VC-backed by Sequoia Capital, Andreessen Horowitz, FirstMark Capital, and Bowery Capital, and are already helping brands like Verizon Wireless, The New York Times, HBC and others grow customer lifetime value and marketing ROI.

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