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The State of Personalization & Marketing Automation in the Travel Industry

THE BEST IS YET TO COME

A new golden era of travel is on it's way.

Online sales in travel will reach $ 817 billion[1] by 2020 and marketers in travel industry will need to analyze and react to customer data generated by nearly 21 billion connected devices[2] to get their share.

With the disruptive innovation of data management and online marketing technologies, marketers today get to know about the travellers more than ever before. Yet today, almost a third of travel and hospitality industry marketers rate data science as the skill they most lack[3].

Data-driven marketing is the key to deliver personalized customer experiences to every traveller through their customer lifecycle. This is why we believe that a unified platform for data management and cross-channel personalization is the key to success in tomorrow's digital world.

Related Marketing Cloud helps marketers to break-down data silos to create unified customer profiles and actionable insights to deliver personalized messages on email, mobile, web and social media through automated customer lifecycle management programs. Delivering the right message to the right traveller at the right time is no more a challenge but an opportunity to scale your business for tomorrow's connected world.

Unify, personalize, automate. All in one platform.

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1- Emarketer, "By 2020, Digital Travel Outlays Will Top $817 Billion Globally", Jan. 2016
2- Gartner, "Gartner Says 6.4 Billion Connected "Things" Will Be in Use in 2016, Up 30 Percent From 2015", Nov. 2015
3- Econsultancy, "Digital Trends in the Travel and Hospitality Sector", Dec. 2015

Unify, personalize, automate. All in one platform.

Related Marketing Cloud lets marketers track and integrate all online & offline data sources, create unified customer profiles for each customer and deliver personalized messages through cross-channel customer lifecycle management programs.

Website
Track each customer's website browse history and interactions. Gain actionable insights in real-time.
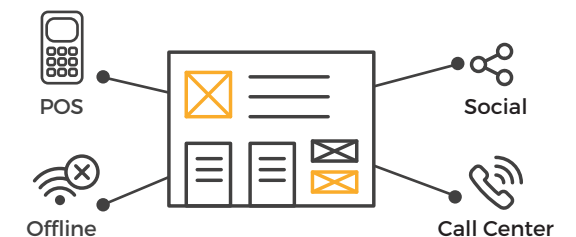
Email
Capture every email interaction including location & device information and trigger data-driven messages.

Mobile
Track mobile web & application interactions, send and track triggered mobile Push and SMS messages.
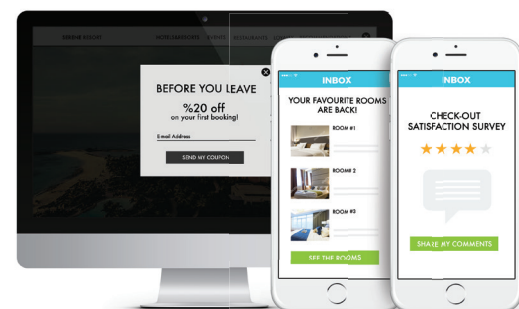
CRM
Connect your call center, CRM, ERP databases to get a 360° view of your customers.

POS Social Offline Call Center

UNIFIED CUSTOMER PROFILES

Deliver the right message to the right customer at the right time with data-driven lifecycle marketing automation.
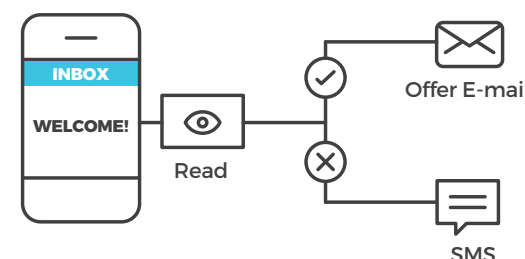
BEHAVIORAL TARGETING
Trigger highly targeted offers and promotions powered by connected email, mobile, web and social interactions.
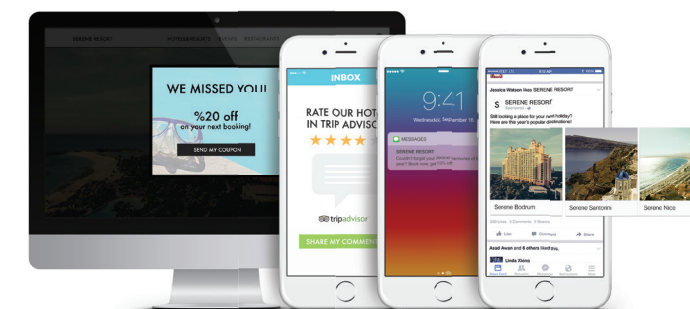
PERSONALIZATION & RECOMMENDATION
Create unique email, SMS, push & web experiences for each traveller through content personalization and AI assisted recommendations.
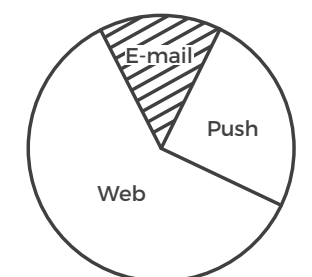
CUSTOMER LIFECYCLE PROGRAMS
Create, test and optimize personalized customer lifecycle programs for each customer with integrated drag & drop automation builder.

READY-TO-USE PLAYBOOKS
Acquire, convert, keep, grow and win-back customers with ready-to-use lifecycle marketing programs for all customer lifecycle stages.

ADVANCED ROI REPORTING
Track your ROI in real-time through mobile-friendly reporting and take action on what matters for your business objectives in real-time.

CREATE DATA-DRIVEN CUSTOMER EXPERIENCES ACROSS LIFECYCLE STAGES

Acquire

Minimize acquisition costs with behavioral targeting

Capture more leads on the web and mobile with behaviorally targeted forms. Run automated welcome programs and create a dialogue with your visitors.

Target new travellers who are just like your guests

Create and target Facebook Lookalike Audiences with personalized Facebook ads to reach new customers with similar interests and personalities.

Convert

Timely and engaging offers to the right customers

Notify the right leads about last-minute cancellations via email, web, push notifications or SMS. Excite them with countdown timers for your premium offers.

Leverage historical data to trigger upsell campaigns

You know what suits the best for your guests. Configure your rules and automatically deliver upsell offers to your guests to maximize revenue.

Keep

Keep your customers coming back with good memories

Nothing brings a traveller back more than good memories. Create a unique personalized offers to each guest with data-driven personalization.

Go beyond just a personal greeting

Connect your local database to RMC and utilize in-room preferences, activity history and customer feedback data to create and send personalized offers.

Grow

Make your happy guests share their love

Convert your data to actionable insights and trigger rewarding comment and review emails to customers who are much more likely to generate positive feedbacks.

Maximize your revenue for each traveller

Increase customer satisfaction and revenue with data-driven personalized upsell / cross-sell offers.

Win-back

Create a new opportunity from every feedback

Launch connected customer satisfaction surveys automatically trigger messages according to their responses.

Convert unsubscribes to social media followers

Retarget unsubscribed travellers on Social Media Channels with our integrated cross-platform solution.

Select Clients in Travel & Hospitality

THE RITZ-CARLTON

JW MARRIOTT.
ANKARA

swissôtel
Hotels & Resorts

D-Hotel
MARIS

MÖVENPICK

FOUR SEASONS
Hotels and Resorts

TURKISH
AIRLINES

Çırağan Palace
Kempinski
İSTANBUL

HYATT
REGENCY®

divan

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