



Emarsys Travel

5 Key Challenges For Travel

Creating a Single View of the Customer

Many teams own different pieces of the customer journey data. Instead of connecting those pieces, they provide a fragmented experience to their travel customers.

A Merchandising Approach

Providing a set of options like hotel bookings, ground transport, local events, and tours in one package can meet the needs of any traveler.

Targeted Communications

The world's best brands use segmentation to create a relationship with their customers. Attributes such as type of traveler, destination, or length of trip provide the basis for relevant content and ancillary recommendations.

Travel Experience

55% of airline and travel marketers said they will invest in personalisation. The need to personalise is based not only on the traveler, but also a specific travel event such as check-in, gate change, or loyalty status.

My Travel

Customers demand and expect a personalised experience, and that expectation is even higher when they travel. Anticipating their needs and wants while preparing for their trip, arriving at the airport, in-flight, and deplaning confirms to the traveler they made the right choice.

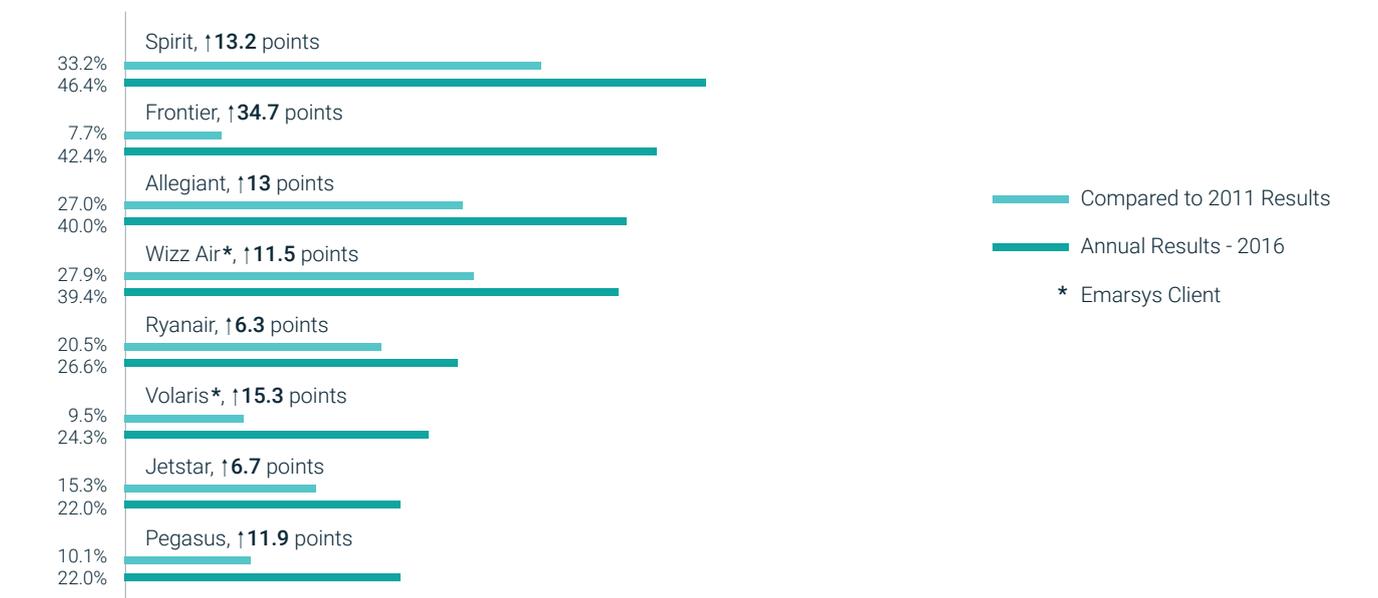
3.2 billion
consumer records

350+ million
daily interactions

2.5 million
purchase events

250,000+
daily cross-channel automations

Ancillary Revenues Growing Profit Margins for Airlines Worldwide



How Our Top Customers Achieve These Results



Harnessing booking data, purchase history, browsing/behavioral data, engagement, and demographic data.



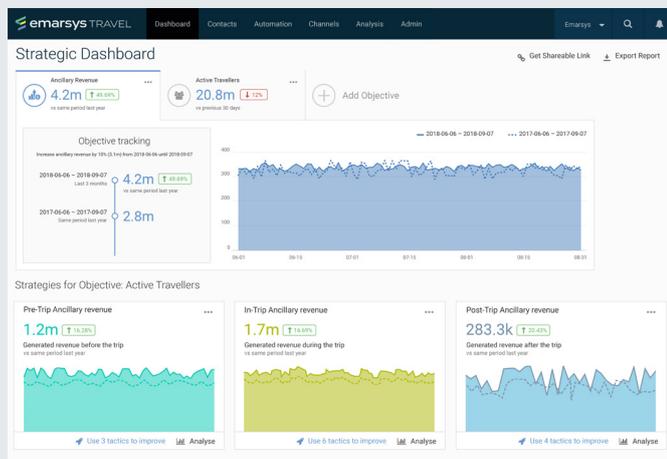
Determining the frequency and cadence to promote the most relevant and profitable ancillary during blackout dates.



Personalising the customer experience and using AI to understand customers' preferred channels.



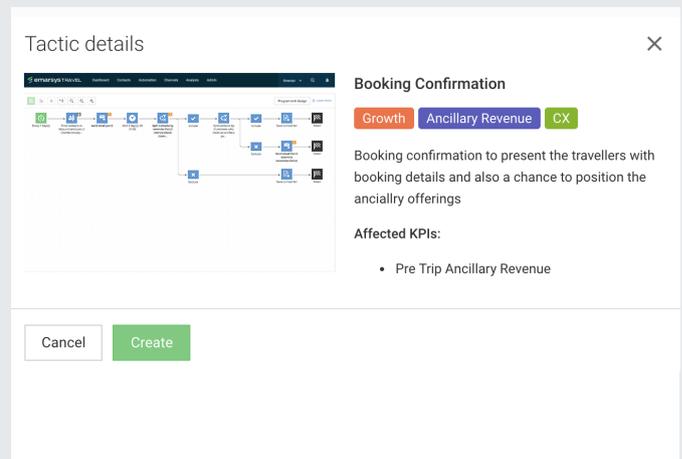
Automating each travellers' digital journey with event-driven marketing.



Emarsys Strategic Dashboard

Understand and influence core metrics linked to proven marketing tactics to drive business results.

- Active Travelers
- Ancillary Revenue



Turnkey Travel Tactics

Fully-populated tactics including segmentation, campaigns, content, and personalisation across digital channels.

- Trip Notifications
- Post-Trip Survey
- Check-In Reminder
- Booking Confirmation

Sources

- <https://www.diggintravel.com/2018-airline-ancillary-revenue-trends/>
- <https://www.pros.com/files/9314/4536/7070/Top-10-Airline-Industry-Challenges.pdf>
- <https://www.internationalairportreview.com/article/36155/personalising-ancillary-sales-way-mpos/>

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