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Transforming Marketing Automation at Transavia

Through a composable customer data
platform (CDP)



Improving time to market for personalisation
use cases with **400%**,
while reducing costs with **40%**.

About Us

Who are you listening to?



Wouter Stolk

Data Engineer & Solution Architect
at Digital Power



Max Meijer

Product Owner Marketing Automation at
Transavia



Agenda

What are we going to talk about?

1. Marketing ambitions
2. Previous landscape
3. New approach
4. Use case

Transavia's Marketing Automation Goals



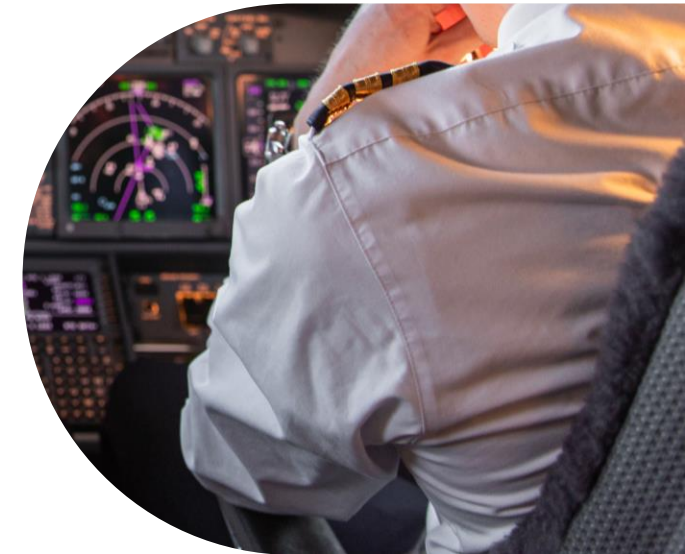
The role of Marketing Automation at Transavia

- Customer-centric communication
- Right message, right person, right time
- Uniform message
 - Email
 - Website
 - App
 - Paid Channels



Transavia's Primary Marketing Objectives

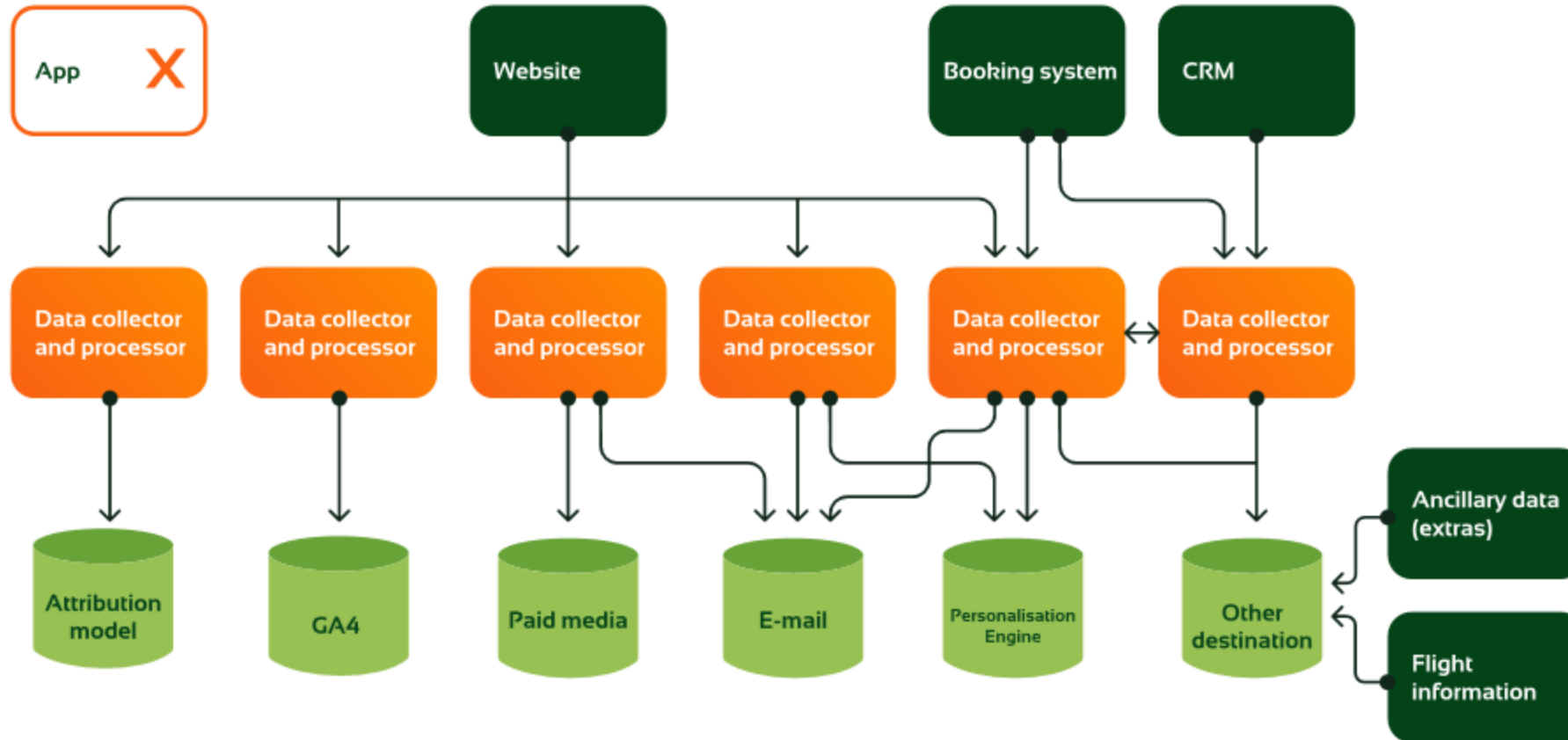
- Improve customer experience (PXI/NPS)
- Increase revenue/share of wallet
- Build long-term loyalty



Old Marketing Automation Landscape

And why we migrated

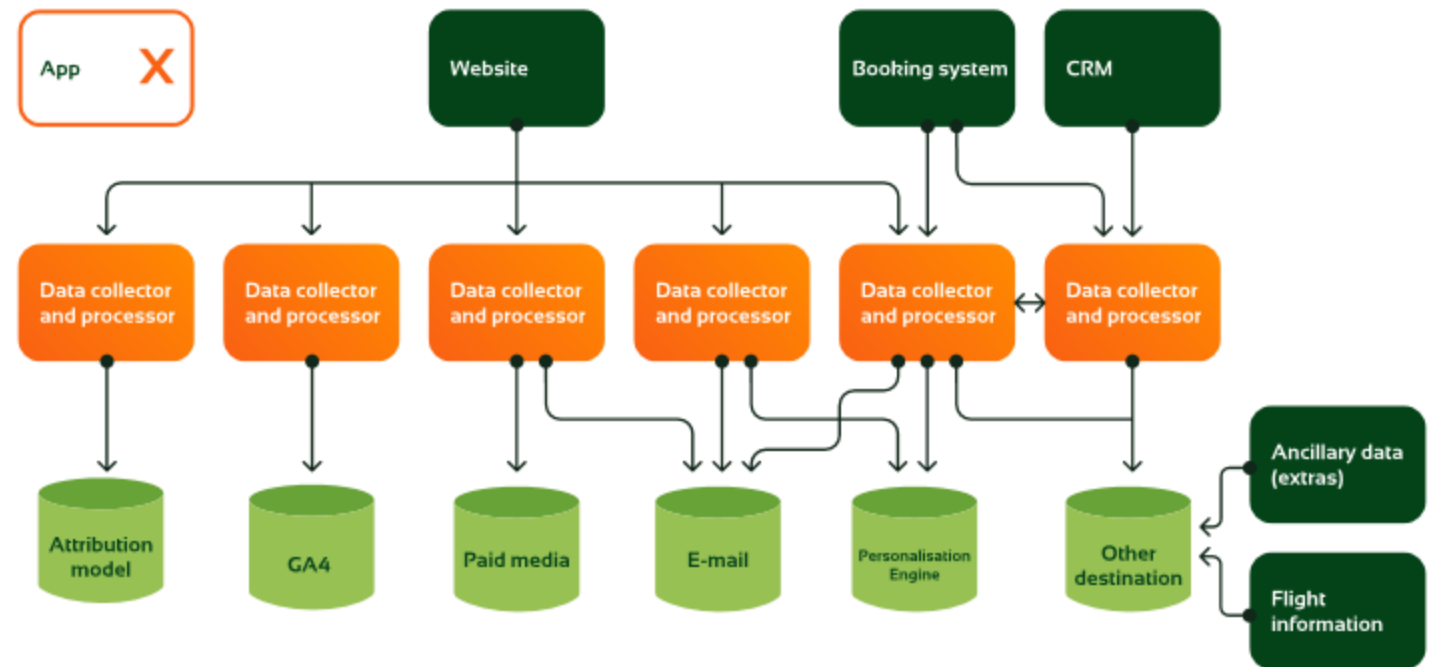
Old Marketing Automation Landscape



The Good

What we want to maintain in the new landscape

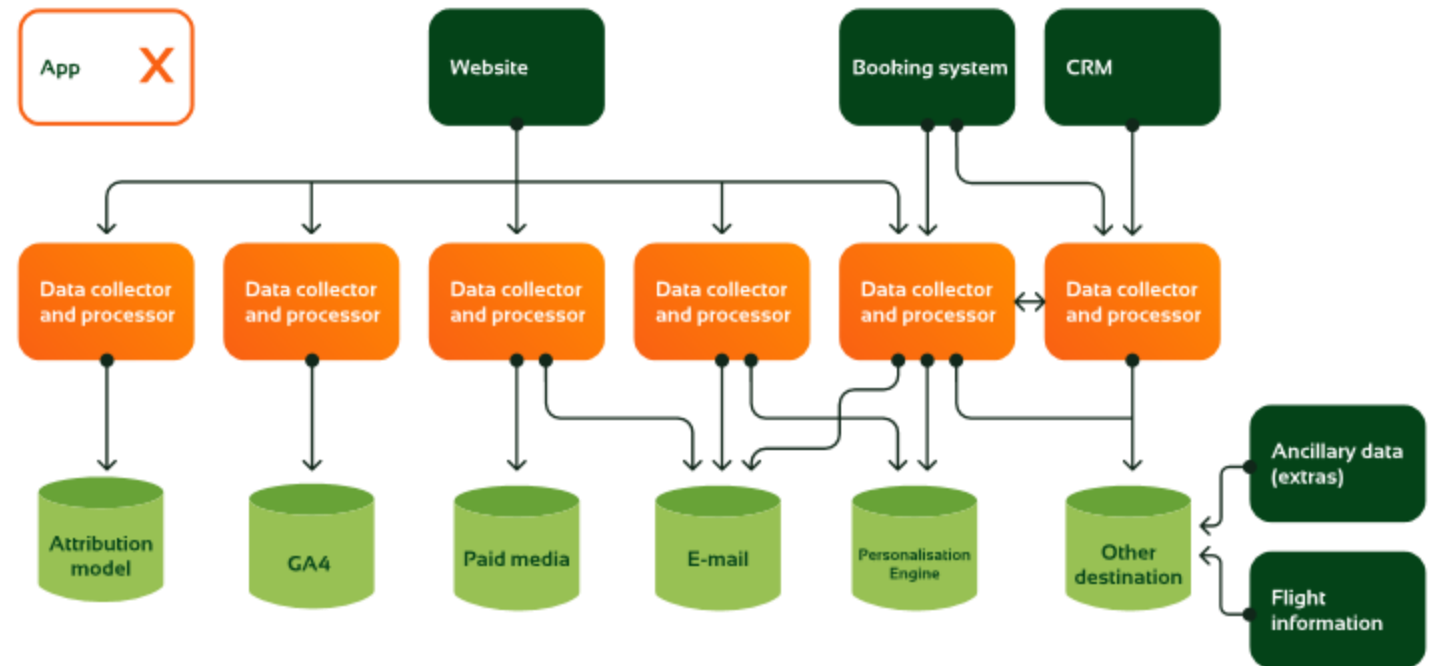
- Audience engagement
- (Near) Real-time capabilities
- Marketing channel integration
- Scalability
- Tag management on website



The Bad

Key challenges

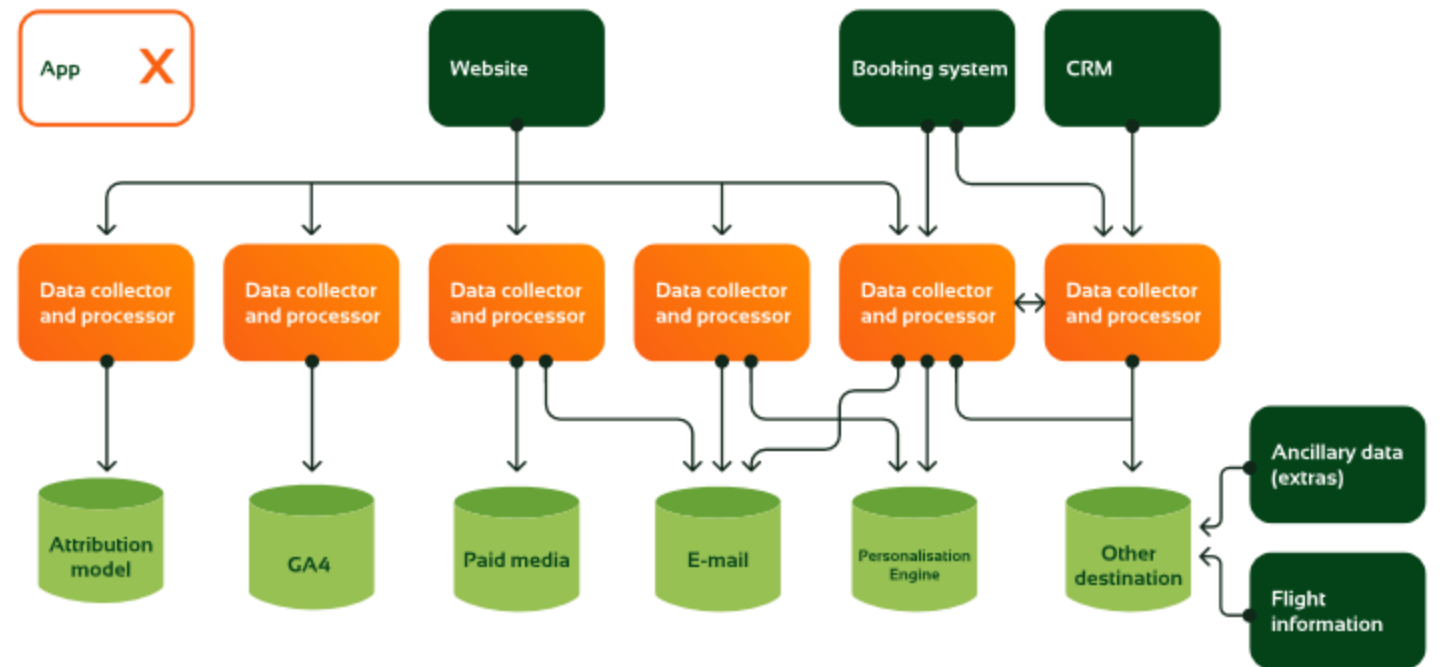
- Inefficiency overlapping tools
- Limitations closed systems
- Performance impact website
- Data governance



The Ugly

Critical challenges

- Lack of integration mobile app
- Cost and complexity
- Reactive response



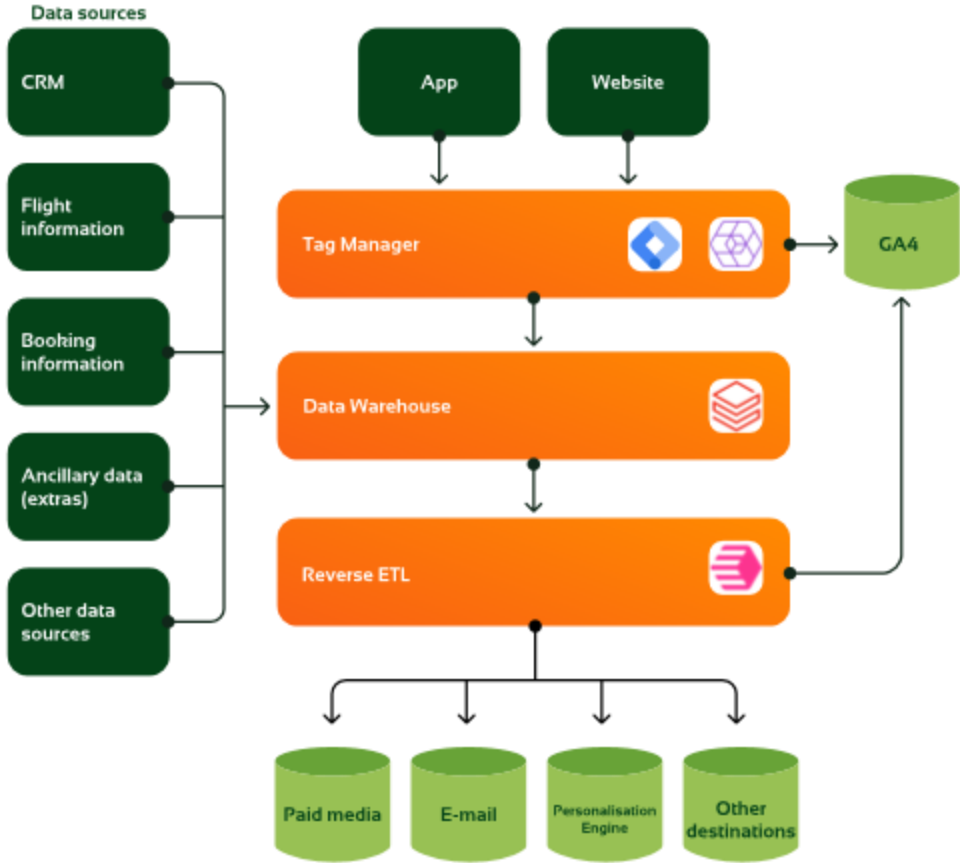
The Composable CDP Approach



Consolidate data collection and processing

The concept

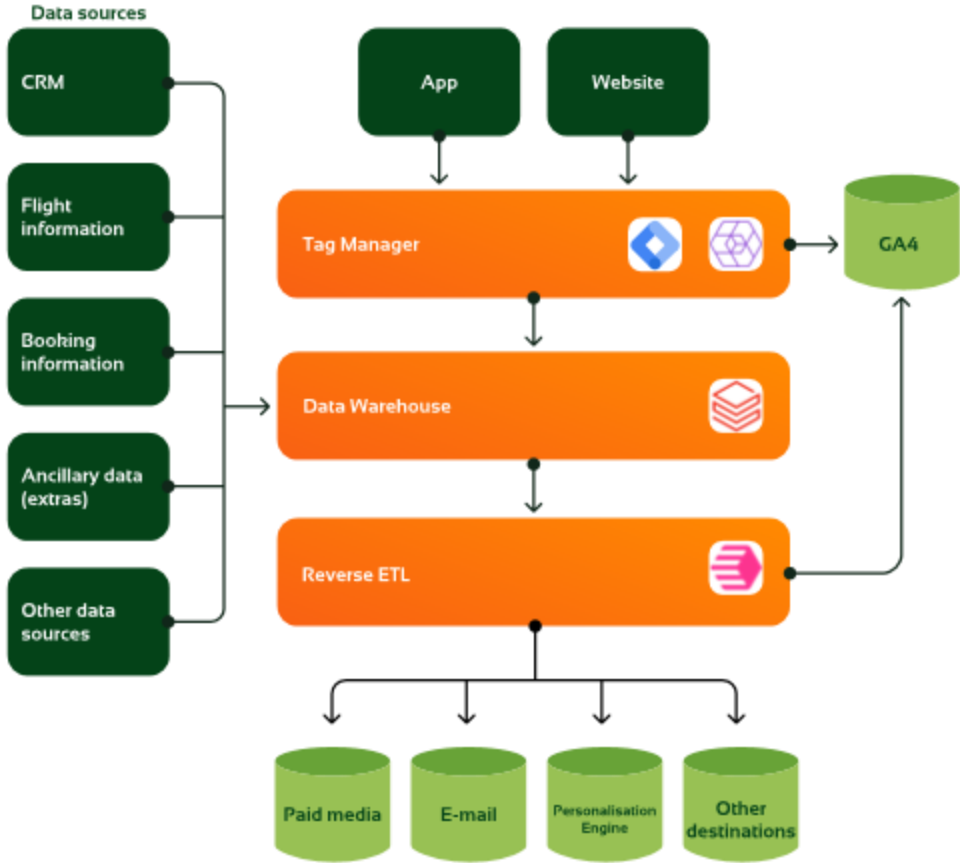
- Consolidate tools
- Centralise data collection and processing
- Improve overview and enable proactive monitoring
- Improve data governance



Consolidate data collection and processing

Improved customer view

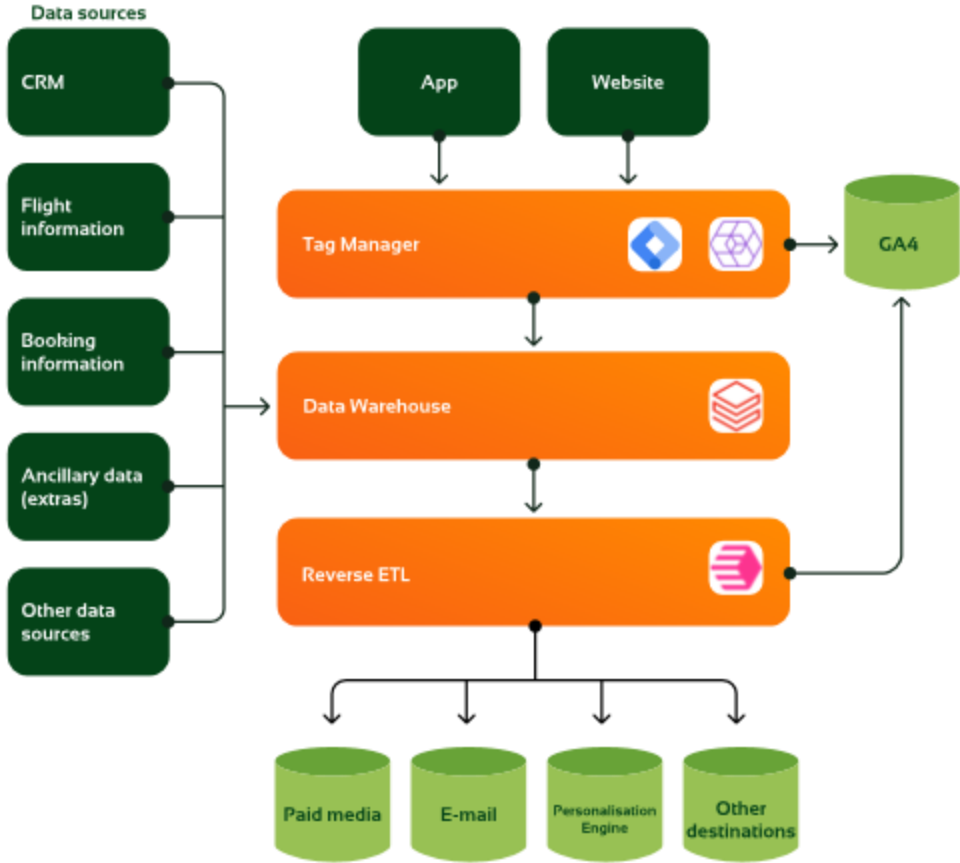
- Integration of mobile app
- Advanced data enrichment
- Centralised business logic
- Full feedback loop



Consolidate data collection and processing

Efficiency and standardisation

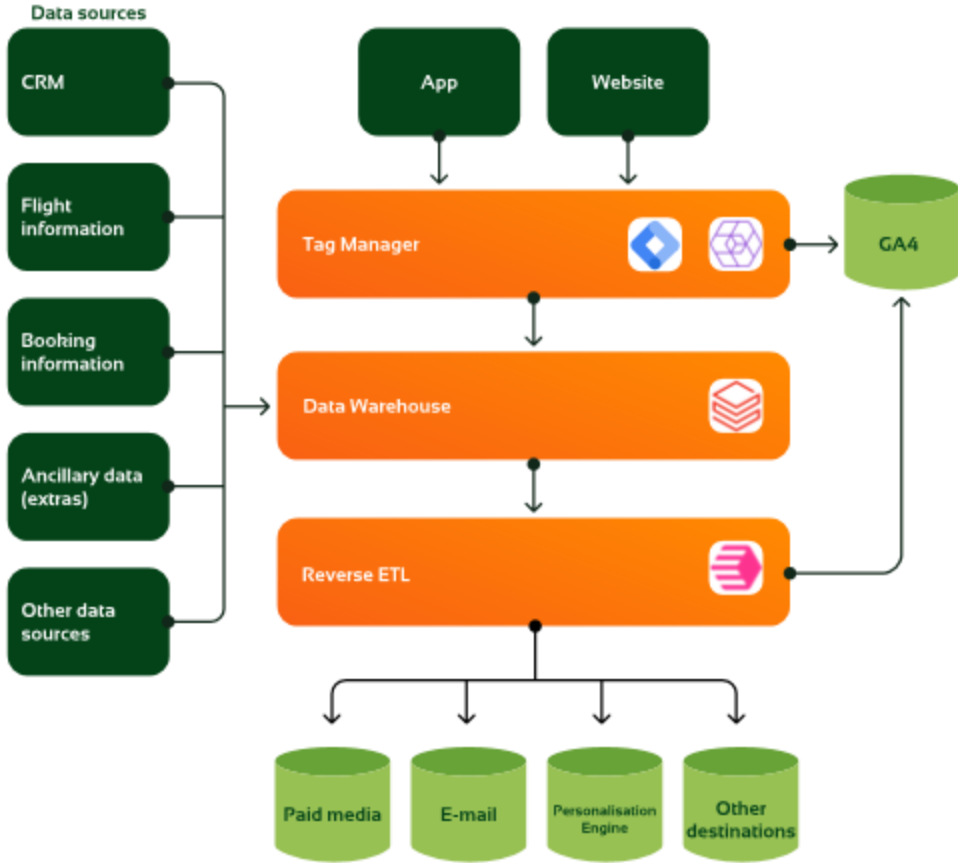
- Reduced number of tools
- Positive performance impact on website
- Improved oversight
- proactive monitoring



Consolidate data collection and processing

Extendability and knowledge

- Extendable ecosystem
- Broader knowledge in market
- In-house knowledge of chosen tools



Impact Numbers

The data

- **10% increase** on retargeting match rates
- **5 – 10% increase** in recognition rate on web and app
- **400% faster** time to market for ML use cases
- **39% cheaper** in terms of license costs
- **50% improvement** on data governance



Deep-dive: Personalisation Use Case

Leveraging data to optimize seat utilization



Objective of the Use Case

Goal: Optimize marketing efforts based on 'Load Factor' and context of the customer

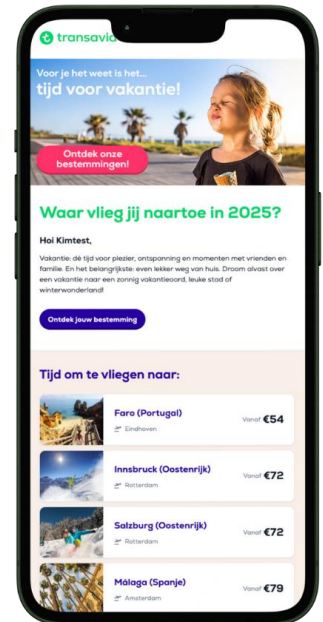
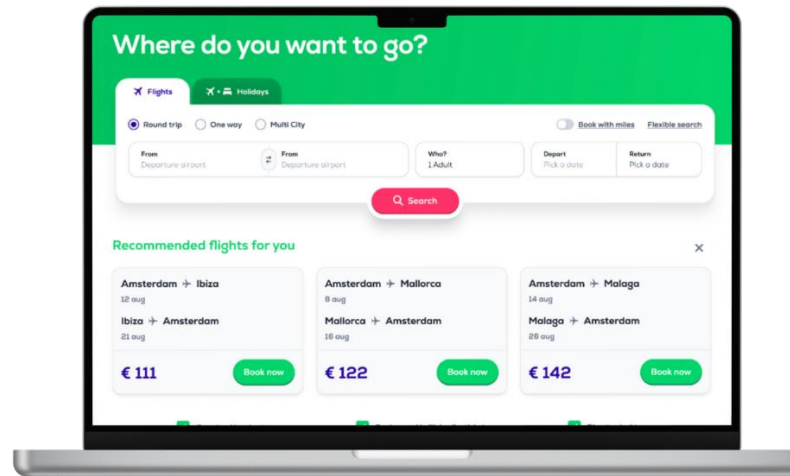
- What is Load Factor?
 - The percentage of seats sold on a flight versus total capacity
- Primary goal
 - Meet or exceed target load factors via targeted marketing
- Approach
 - Focus on underperforming flights
 - Reduce marketing for high-load flights



Marketing Based on Load Factor & Customer Data

Channels for these personalized use cases

- Homepage on web and app
- Email newsletters
- Paid channels (Google & Meta)



transavia

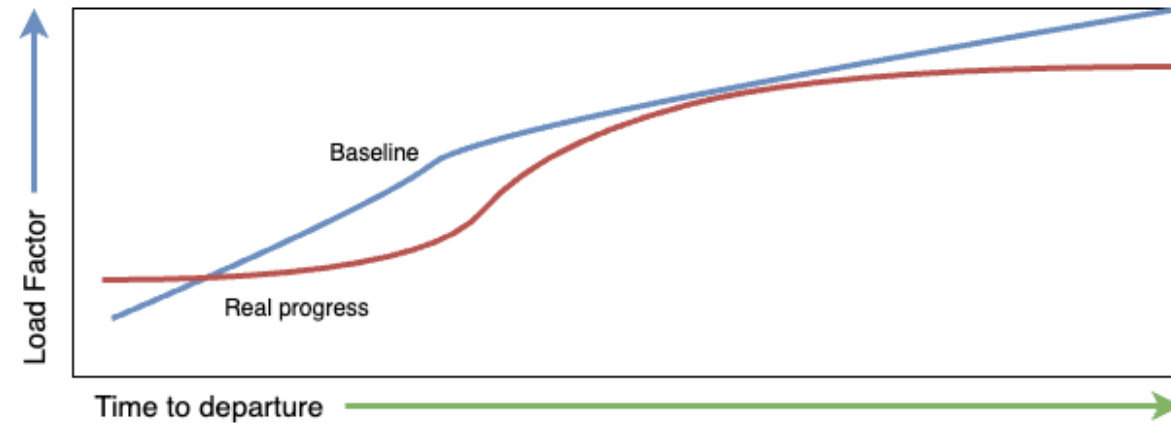
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Machine Learning Model

Scoring each flight

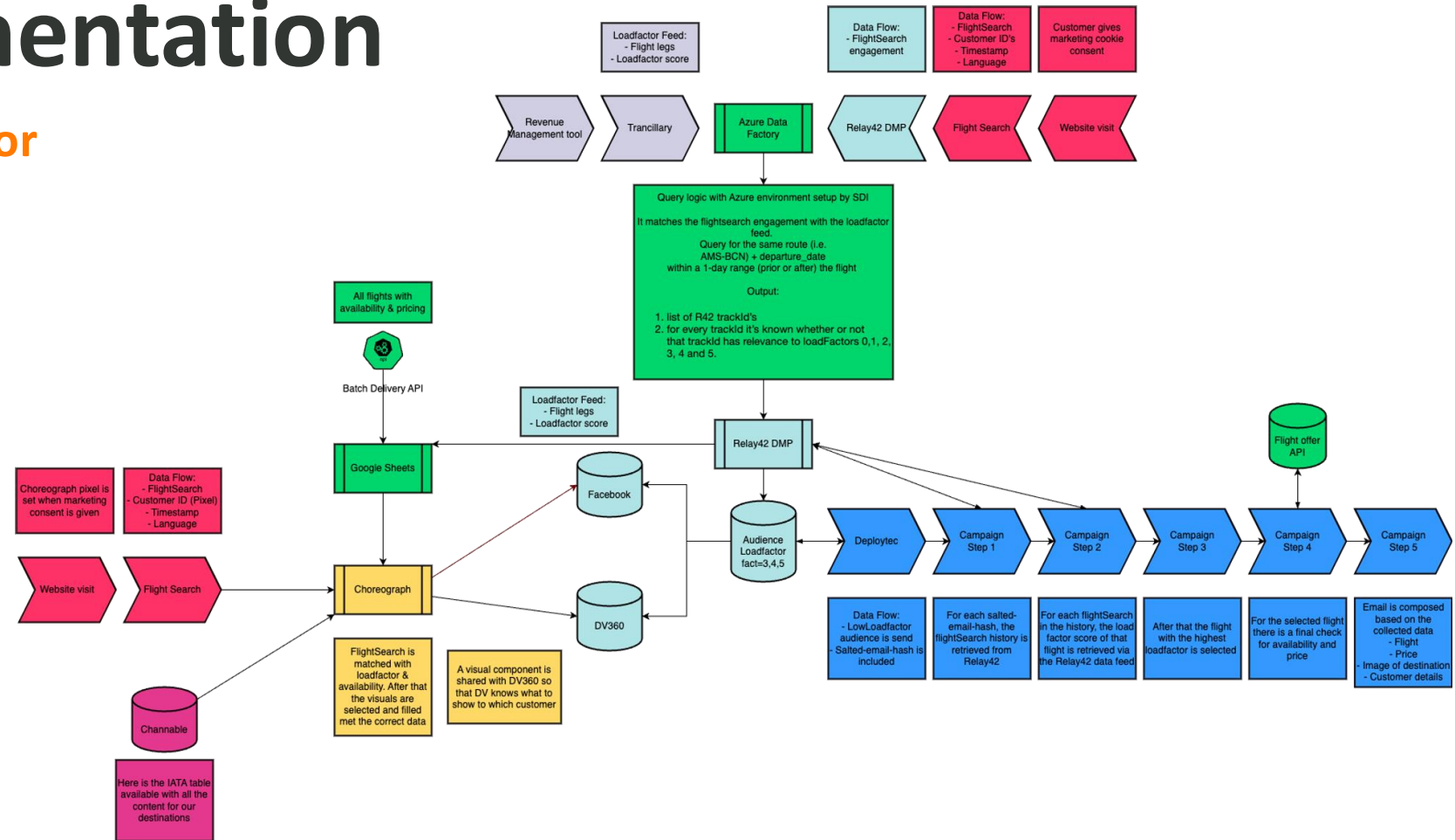
- The model calculates a score for each flight:
 - +5:** Significantly underperforming (low load factor).
 - 0** Meeting expectations (on track).
 - 5:** Exceeding expectations (high load factor).



Initial Implementation

Scoring flights for Load Factor

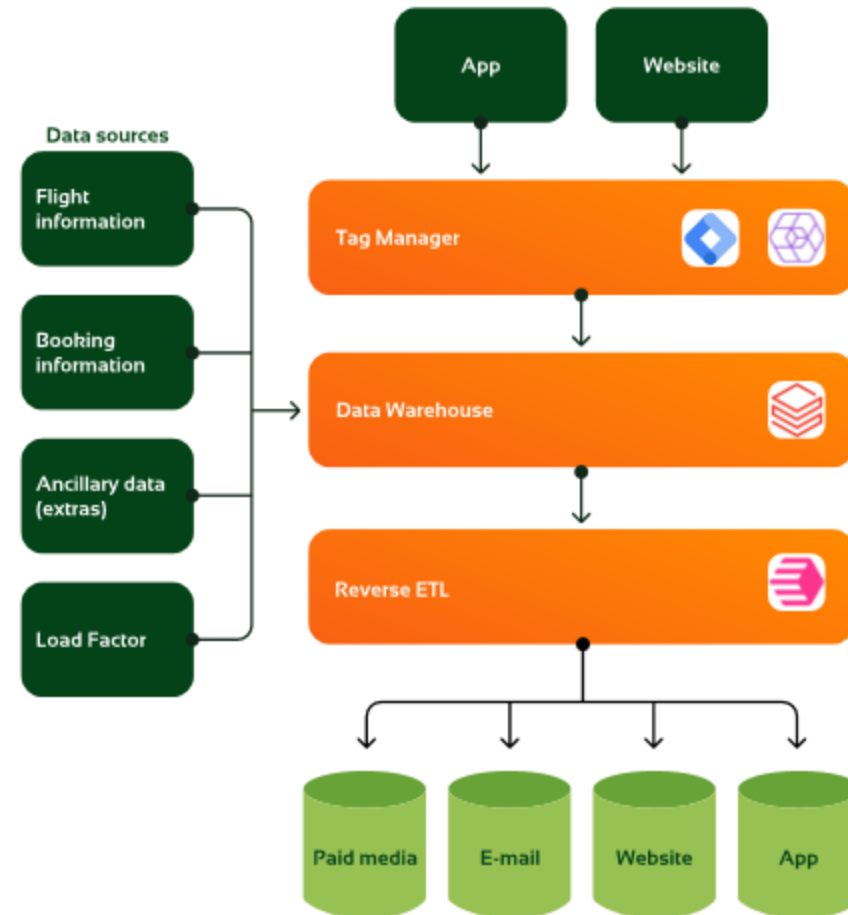
- Flight searches in app not included
- High complexity
- No monitoring



Implementation on Composable CDP

Scoring flights for Load Factor

- Flight searches app included
- Decreased complexity
- Time-to-market: half year → one month
- Pro-active monitoring



Results

What value delivers the use case

- 0.5% uplift in conversion website
- 5% uplift in conversion newsletter
- 4% uplift in conversion mobile app
- 7% more efficient spend on paid media (ROAS increase)

- Overall value: **27 mln** incremental revenue



Thank you!

Do you have any questions?

You can find us at stand #10.A030