

Transforming Marketing Automation at Transavia

Presentation Key Take-aways



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In this talk, Transavia shares how they use a Composable Customer Data Platform (CDP) to deliver a personalised customer experience across various channels. Digital Power explains how they handled the setup and implementation for Transavia.

Primary outcomes for Transavia after moving to a Composable CDP landscape:

1 Connected Customer Journey

The integration of mobile app data with website interactions has created a truly connected customer journey. With our central visitor identification system, we can now recognise customers across channels and provide consistent, personalised experiences that drive higher engagement.

2 Rapid Innovation

Our new composable architecture has reduced implementation time for personalisation initiatives by 400%. Marketing teams can now rapidly test and deploy new experiences by leveraging direct access to customer behaviour data across all channels.

3 Enhanced Privacy Control

The centralisation of customer data management has transformed our privacy capabilities. With complete visibility into data flows and unified storage in our data warehouse, we've achieved a 50% improvement in data governance while streamlining privacy compliance processes.

4 Operational Efficiency

Streamlining our technology stack has led to a 39% reduction in licensing costs while improving performance. The simplified architecture has reduced website load times, increased cross-channel consistency by 5-10%, and enabled more sophisticated marketing use cases.




View the slides after the presentation!

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Let's chart your next destination together

Stefan will be happy to talk to you about what we can do for you and your organisation as a data partner. Plan a **free consultation** through the QR code.

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