CASE STUDY

Achieving Loyal Customers from OTA Data

Amperity helps convert transactional Online Travel Agency users to loyal customers of the brand

SUMMARY

While Online Travel Agencies offer value in terms of discoverability and acquisition, they are also a formidable barrier between customers and the brands whose products and services they enjoy. Without a direct line of communication and a flow of usable data, it is impossible for brands to understand preferences and needs, build relationships, and develop loyal customers.

To support fulfillment, OTAs must send data about orders to the brands themselves. But the data is generally messy, incomplete, and in transaction-centric configurations that do not correspond to in-house booking systems, making it virtually unusable.

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Unlocking OTA Data

A well known North American airline engaged Amperity to help activate its OTA data, with the goal of converting opportunistic travelers to loyal customers of the brand.

The airline gave Amperity raw, untransformed OTA data, which Amperity rapidly reconfigured into a clean and customer-centric format. From there, Amperity used machine learning and a distributed data infrastructure to resolve identities and stitch the OTA data to transactional data about travelers, eCommerce data and loyalty data, forming rich, usable customer profiles.

Through this process the airline was able to connect OTA traveler information to existing known customers, known loyalty members, and most importantly to exclusively OTA customers who could now be marketed to and acquired as direct airline customers. The airline then used Amperity to create detailed customer segments and targeted these customers via personalized email campaigns, beginning their journey to becoming loyal customers of the airline.

Results

By unlocking OTA data, the airline expanded its reach and could now send personalized and targeted communications to all of its travelers.

50% increase in reachable customers from OTA data

Enhanced customer profiles

Development of loyal customers

About Amperity

Amperity is helping some of the world's most loved brands transform their marketing, analytics, and operations by unlocking their customer data. Using advanced machine learning and a large-scale, distributed data infrastructure, Amperity rapidly delivers complete and actionable customer data from all of a brand's disparate data sources. By accelerating, streamlining, and maximizing customer data unification and usability, Amperity powers improved marketing performance and new customer-centric initiatives to drive top line growth.

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