**CASE STUDY**

# Increasing Ancillary Product Upsells

**Amperity helps brand upsell more by unifying customer data and fueling personalized, omni-channel marketing**

SUMMARY

Margins are often slender in hospitality, which means selling ancillary products is critical to the profitability of a given flight or hotel room, and sometimes the business as a whole. Ancillary products include credit cards, loyalty memberships, food and beverages, transportation, seat or room upgrades, and entertainment.

# Data Challenges

| In-house & OTA reservation logs | Clickstream data | Loyalty database | Airplane type and seat data | Credit cards usage logs |

In the case of a popular North American airline, there was an opportunity to sell a new product called Premium Class, and the brand wanted to continually add more credit card users and loyalty members.

To effectively sell these ancillary products, the brand needed to reach customers with targeted messaging, at optimal moments, and on the correct channels. This would require unified and actionable data from in-house and online travel agency reservation logs, airplane type and seat data, clickstream data across mobile and site, loyalty memberships, and credit card usage logs. The brand struggled to bring all this data together in a timely, continuous, and usable manner, which led them to engage Amperity.

# The Solution

Amperity ingested raw data from the airline's disparate sources, with no prior transformations. Using machine learning and massive computing power, Amperity rapidly resolved identities and stitched records together to form complete customer profiles.

The airline then used Amperity to segment data according to specific customer targets. Data was seamlessly sent to Facebook and Responsys, the airline's email service provider, to execute on an omni-channel, targeted marketing program. This entire process was continuous, therefore, as new data entered Amperity profiles and segments were continually refreshed.

For credit card upsells, the airline segmented high value customers and loyalty members, contacting them during the critical 30-60 day window prior to travel. This timing was optimal because credit card benefits include free checked bags and other perks, which enhanced the incentives to sign ups.

In the case of Premium Class, the airline targeted economy customers with upcoming travel on airplanes that had available Premium Class seats. As customers upgraded, Premium Class seats became available, or inventory changed due to airplane reassignments, target segments were dynamically updated, ensuring that seats were not over- or undersold. Finally, loyalty memberships were offered to non-members using personalized messaging, on multiple channels, and based on optimal timing given their upcoming travel dates.

## Results: Top Line Growth

By sending personalized, contextual, and targeted communications the brand increased their conversion rate, a primary indicator of long-term loyalty.

**$1M+** Impressions for Premium Class upgrades

**$3.4M+** Projected revenue from ancillary credit card upsells

**$6.5M+** Projected revenue from new loyalty members

# Benefits

**$9.9M projected revenue
from ancillary upsells**

**Long-term loyalty**

**1M targeted impressions
for ancillary product**

**Personalization**

**Accurate identity resolution**

**Targeting**

**Complete, actionable
customer profiles**

**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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