Conference Sponsor

CardGenY

Mega Event Worldwide, Long Beach, 2018
How to Broaden the Reach of your Loyalty Program

Sol Freixa
Global Head, Amadeus Media Solutions

Sol Freixa | sol.freixa@amadeus.com
Disruption is now

Shifting more power to the consumer

Content Fragmentation

Virtual Reality

Personalization

Digitalization

Artificial Intelligence

Mega Event Worldwide, Long Beach, 2018
Drivers for Success
That help taking smarter decisions

- Digital Transformation
- Use Big & Small Data
- Unique Experiences
01 Fact

Customers are everywhere

And not necessarily where we want them to be
02 Fact

Travel Sellers reach your members everyday

And have lots to say
Travel distribution in context

65% of bookings are done by travel sellers with 34% higher yield compared to direct bookings.

70% of bookings done through direct websites are referred by an intermediary.

Source: PhocusWright; Amadeus bookings estimates considering Full Content Parity among channels.
Travel Sellers expand your reach

+100k
travel sellers

195
markets

+1.6B
travelers

A *segmented* audience, booking leisure and business travel for all types of travelers.

67% *of premium* cabin bookings are made by travel sellers.

Connected more than **5.5 hours a day**
In combination with the latest technology

The inclusion of a live chat improves the purchase decision rate by 211%\(^1\)

Virtual Reality market is expected to reach $25B by 2020 \(^2\)

\(^1\)Source: Amadeus internal research
\(^2\)http://reveconsulting.com/pages/using-virtual-reality-develop-better-products-services-experiences-2/
Your customer

Your customer

Mega Event Worldwide, Long Beach 2018
Your customers never were as traceable as now

**Gender**
- **65%** MALES
- **35%** FEMALES

**Affluence**
- Very Affluent: 1%
- Cost Conscious: 91%
- Affluent: 8%

**Type of Trip**
- Alone: 58%
- Couple: 23%
- Family: 9%
- Group: 10%

**Age**
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**Education**
- 66% have a degree, a post graduate degree or above

**Income**
- 45% have an annual household income above 50,000 USD.

**Trip Frequency**
- 61.9% travel > twice a year to international destinations for leisure.
Use of data

Travel creates a traceable path formed by a myriad of data points

Consumer Understanding

Creating a contextual frame for a behaviour

Meaningful Interactions

Deliver a blueprint for airlines to better communicate their offer and secure brand loyalty
Currently at LHR airport
During a 3 hour connection
Using mobile

• Itinerary: MAD – LHR – LAX
• Travelling with family
• Departing on 2\textsuperscript{nd} November
• Flying with XX Airlines
Increase loyalty on business class passengers

CASE STUDY UNITED

The challenge
- Increase sales of United Airlines business cabin on flights to Sydney.

The Success
- +24% more bookings on Polaris business class compared to the same period last year on agencies that interacted with United message.
- United Airline market share on premium fares increased by 4.99% from the previous year, while its main competitor market share decreased by 11.34%.
Favor loyalty to your travelers outside your traditional channels

The challenge

• Vueling Club adopted avios reward currency.
• Inform all passengers about the new ways of earning and spending avios.
• Increase visits to their website.

The Success

• For one month, Vueling Club achieved a **0.52% CTR** on the overall campaign.
• The highest CTR was achieved on “Check My Trip” app version (4.56% CTR)
• **10k increase** in monthly web traffic.
1. Travel sellers plan, search & book trips for travelers

2. Travelers receive confirmation email with the trip details

3. Travelers do the check in & receive the boarding pass

4. Travelers arrive at the airport and begin their journey

5. Travelers manage their trip: get notifications about trip changes, check-in, etc.
Use of data

Travel creates a traceable path formed by a myriad of data points

Consumer Understanding

Creating a contextual frame for a behaviour

Meaningful interactions

Deliver a blueprint for airlines to better communicate their offer and secure brand loyalty

Your turn

- Itinerary: MAD – LON – LAX
- Travelling with family
- Departing on 2nd November
- Flying with XX Airlines
- Currently at LON airport
- During a 3 hour connection
- Using mobile
Amadeus Media Solutions

- **Researching**
  Interactive video solutions with bookable content for travel bloggers

- **Connecting**
  Premium digital advertising throughout travel journey

- **Inspiring**

- **Planning**
  B2B advertising to travel agency network, Chatbot & native digital advertising

- **Buying**
  Virtual Reality, traveler itineraries

- **Experiencing**
  Traveler boarding passes, CheckMyTrip mobile & website
Thank you

We can reach your members, 

*Come & join the conversation!*

Sol Freixa
Global Head, Amadeus Media Solutions

[LinkedIn](https://www.linkedin.com/in/sol-freixa) Sol Freixa | sol.freixa@amadeus.com
Conference Sponsor

CardGen Y