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The role of AI in travel

Winning Friends, not just Users

// PERSONALISATION
// RETAIL
// AI

Who are we?

100+ MY of experience in travel personalisation

45+ people

Serving OTAs, Airlines, Car rental, Tour Operators & Retailers

Award winning

TRAVOLUTION AWARDS
START UP OF THE YEAR 2015
BEST TECHNOLOGY PROVIDER 2016
BEST TECHNOLOGY INNOVATION 2018
tte travel technology europe 2016 WINNER DISRUPT AWARDS

Phocuswright
THE TRAVEL INNOVATION SUMMIT
WINNER
BRAND USA MARKETING INNOVATION AWARD

GLOBE TRAVEL AWARDS 2019

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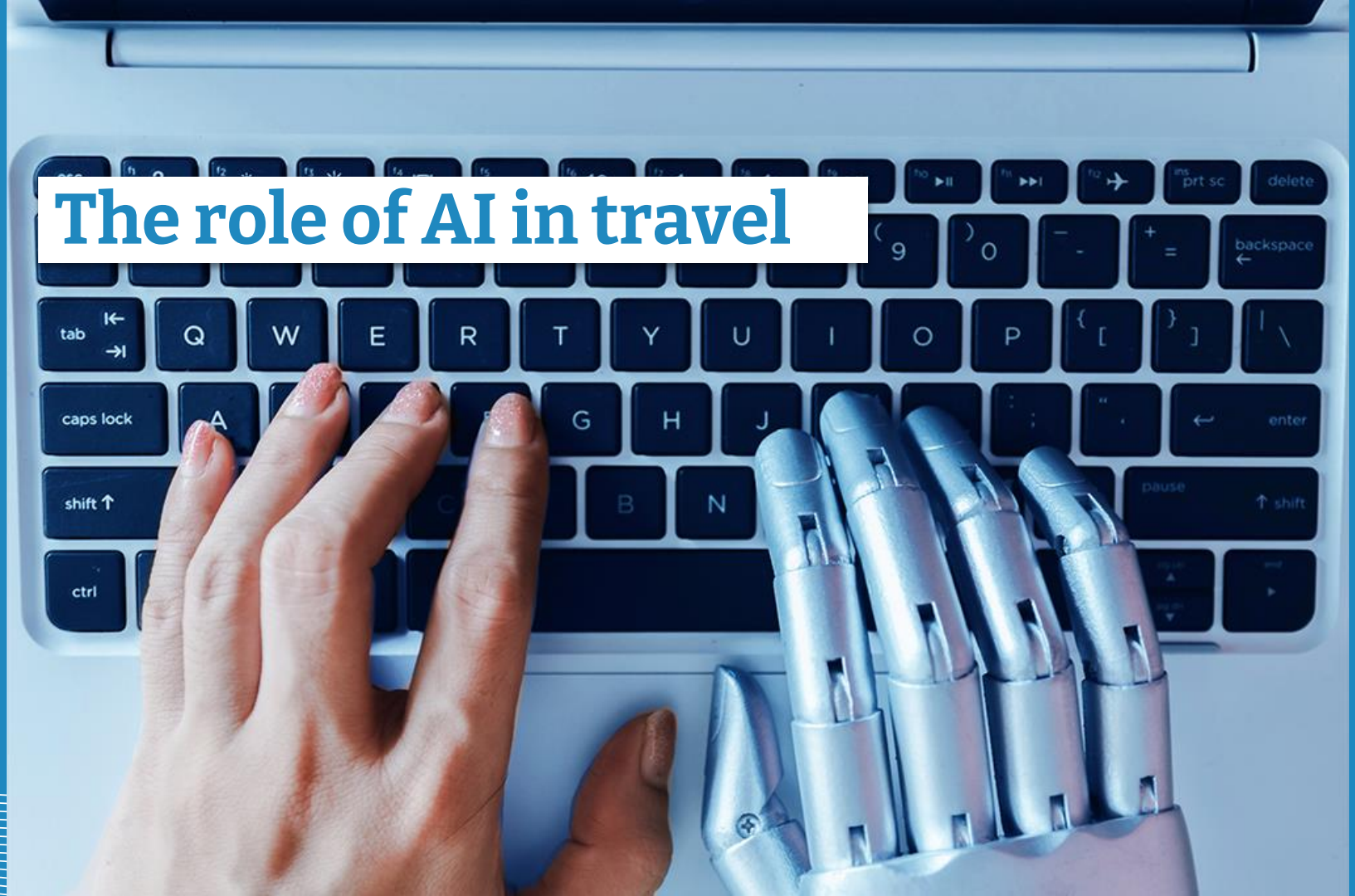
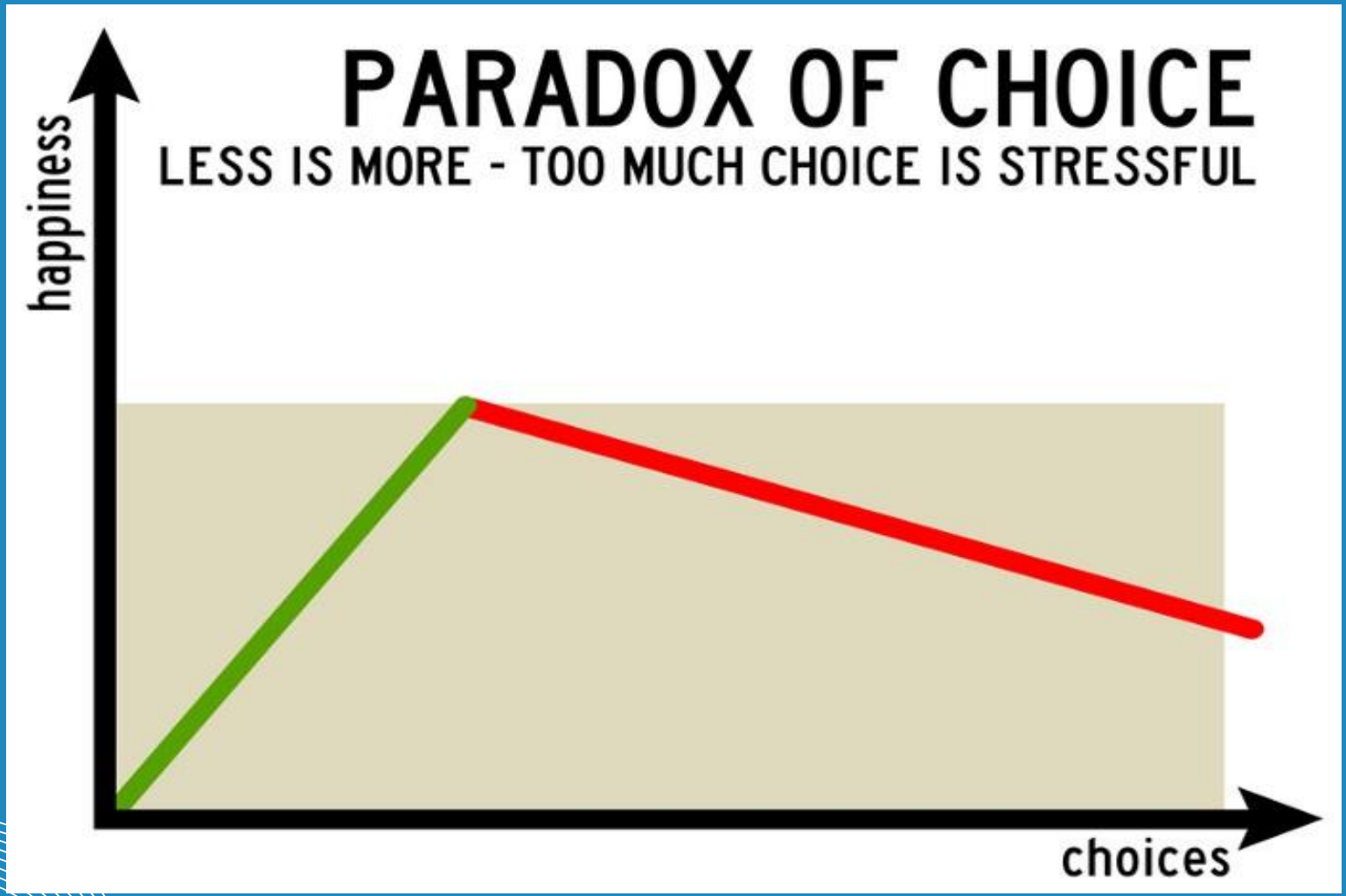
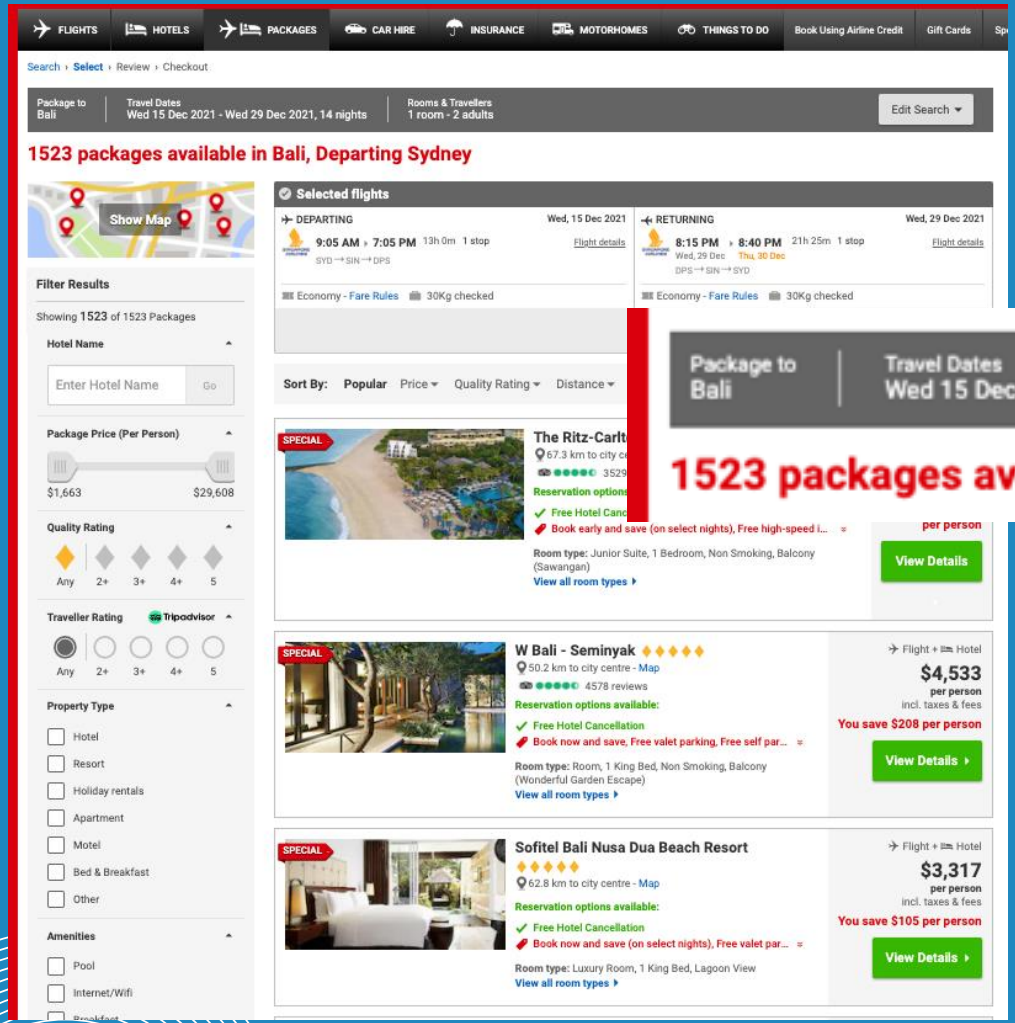
The role of AI in travel

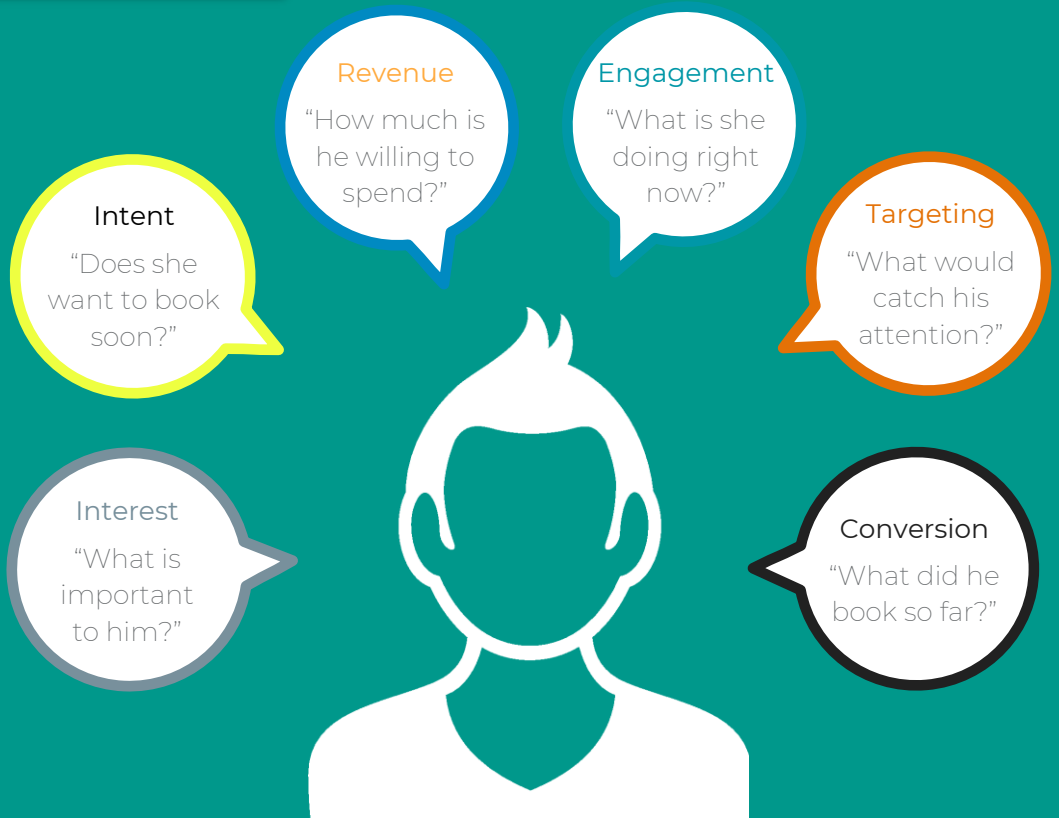



PARADOX OF CHOICE
LESS IS MORE - TOO MUCH CHOICE IS STRESSFUL
happiness
choices



Package to Bali
Travel Dates
Wed 15 Dec 2021 - Wed 29 Dec 2021, 14 nights
Rooms & Travellers
1 room - 2 adults
1523 packages available in Bali, Departing Sydney

// Who is this?



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// Who is this?

Intent

"Does she want to book soon?"

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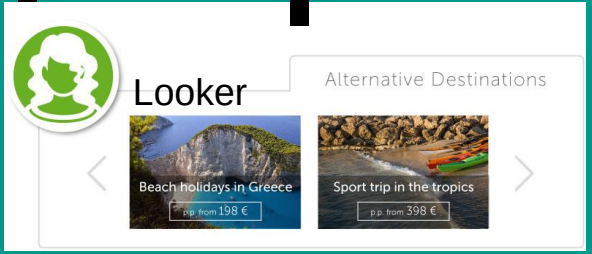
// Intent

Intent. Price Sensitivity. Churn Risk. Propensity.

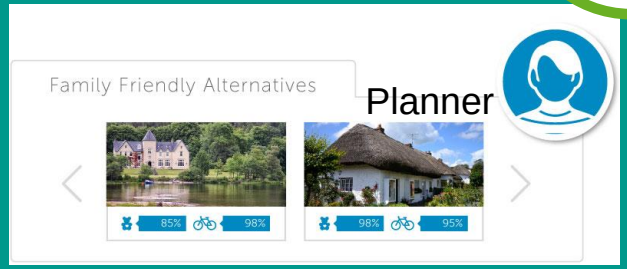


Intent
"Does she want to book soon?"

Revenue
"How much is he willing to spend?"

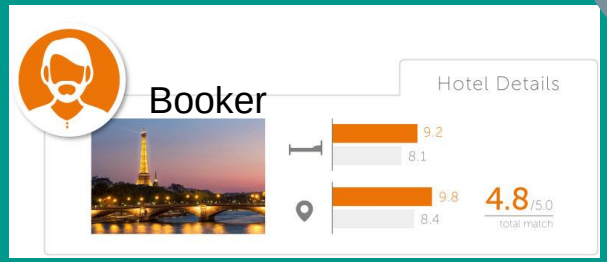
Engagement
"What is he doing right now?"

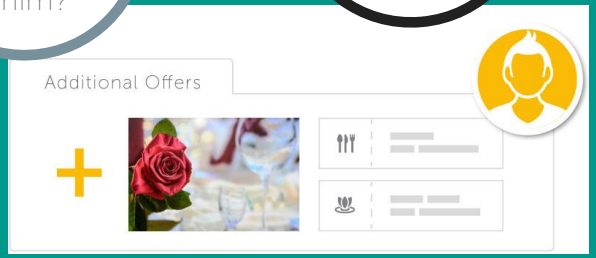
Targeting
"What would catch his attention?"



Interest
"What is important to him?"

Conversion
"What did he book so far?"





Customer

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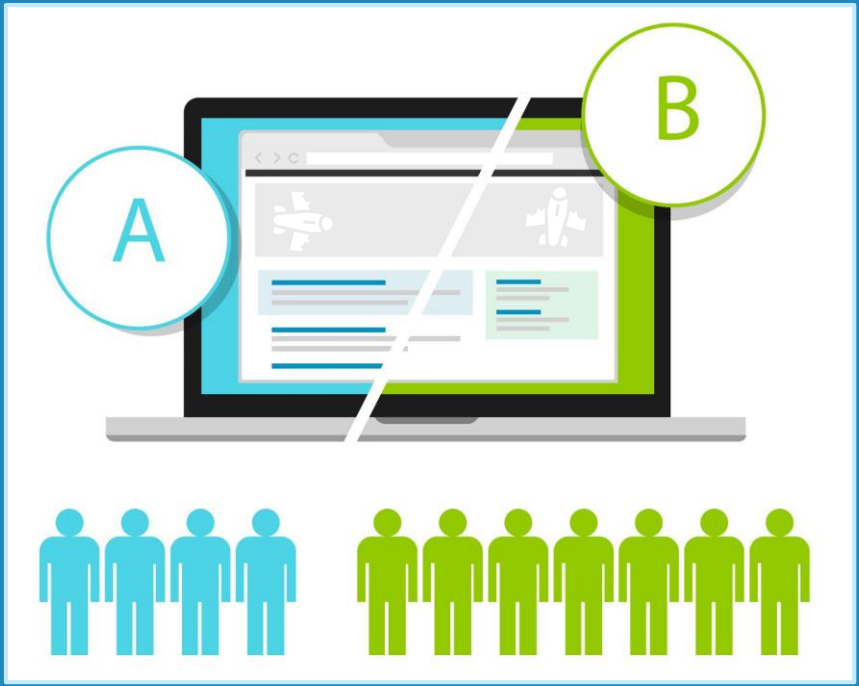
//Travel sites are optimised for the average user



- A/B testing (best practice) creates a false dialogue
- Option B converts better than option A
- The whole experience for all clients is optimised for the average

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The role of AI in travel

Real-time personalisation

sector specific

Runs and learns by itself

Gets equipped with your input/ideas/rules

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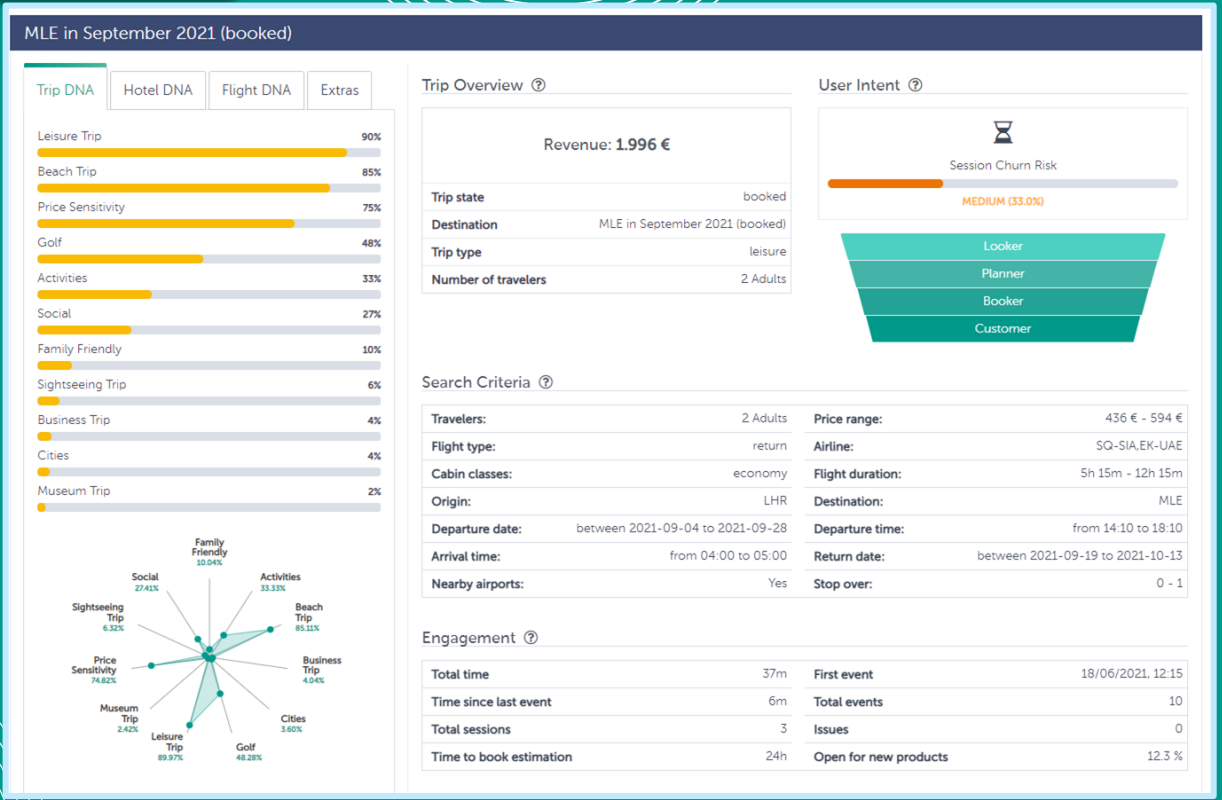
// Deep User Profiling

Product Affinity, Intent and Shopping Context



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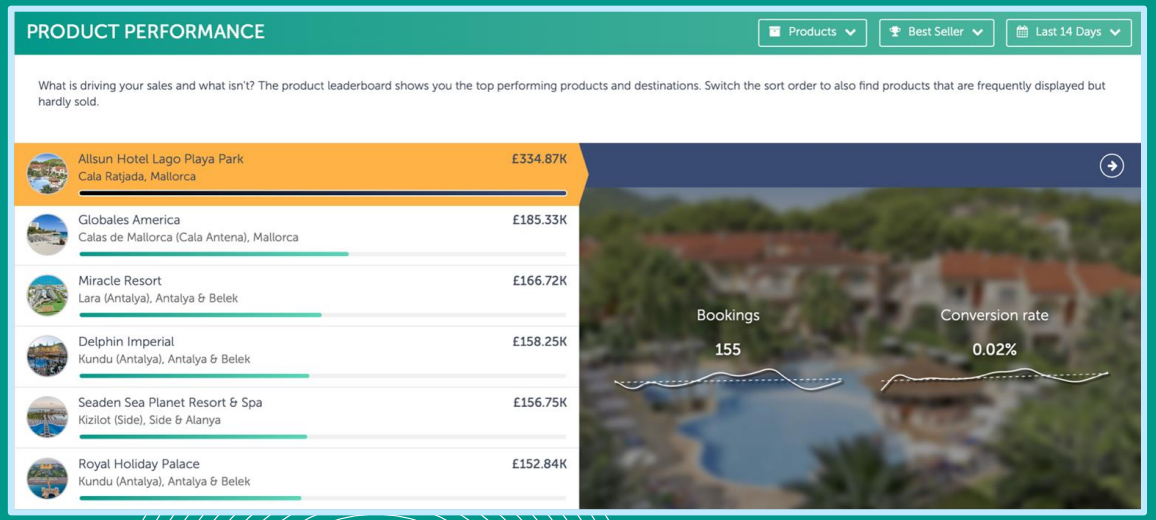
// Deep Product Profiling



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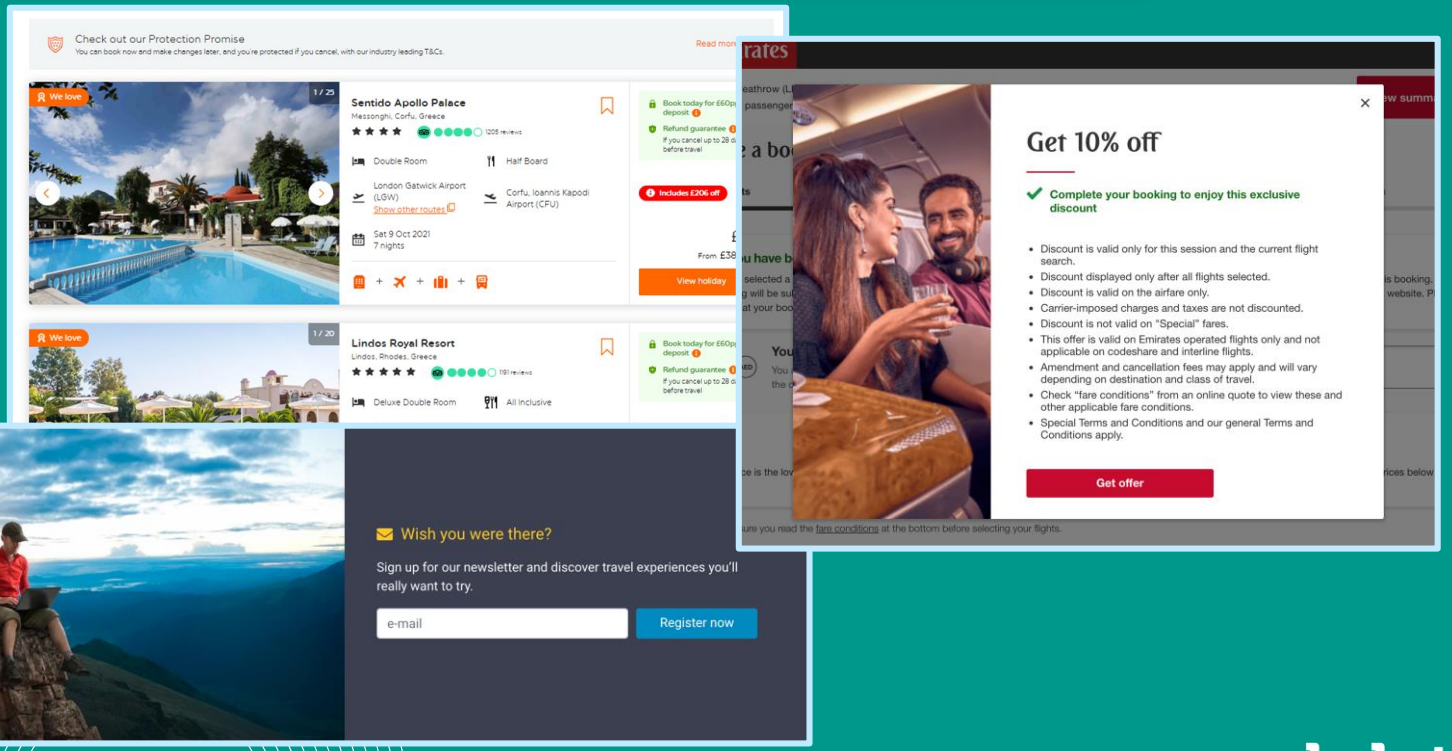
// Personalised Offers & Experiences



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// Intelligent Matching

Recommendations

Ancillaries | Transport | Corona-related offers

Targeting channel	e-mail
Channel score	88%
Channel timing	3h: 30m before check-in

	e-mail
	80%
	4h before departure

Targeting channel	SMS
Channel score	75%
Channel timing	2h before check-in

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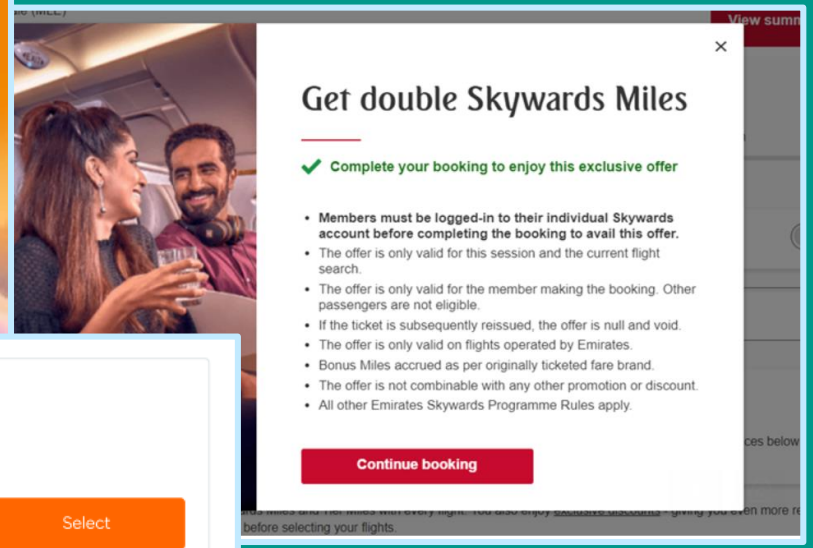
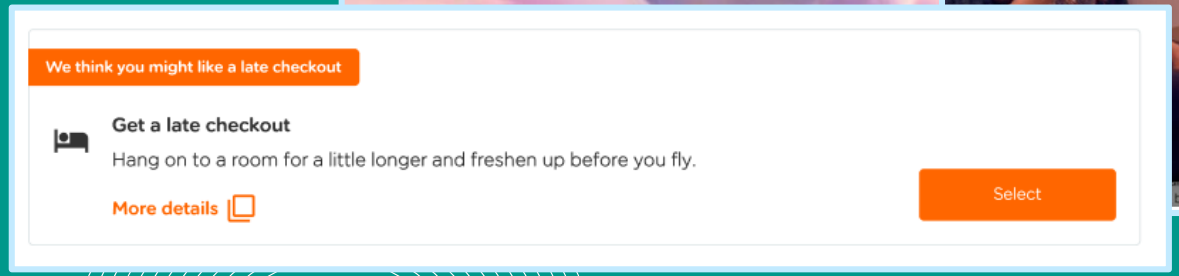
// Targeted Interventions





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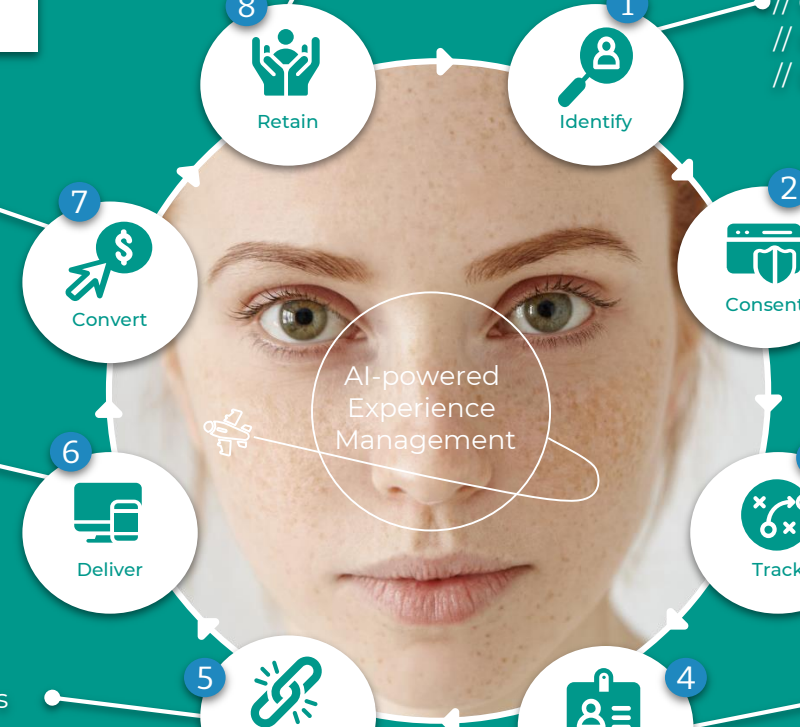
WHAT CAN YOU DO?

- Redefine customers to be everyone who comes to your channels
- Start to “listen” to every engagement of your customer
- Increase your ambition level enormously
- Start with individuals and build out audiences - not the other way round

// Approach



1 Identify
// 1st Party Cookies
// Fingerprints
// Cookieless
// ID Systems
// Logins

2 Consent
// Consent Management
// Cookie Banner

3 Track
// Script based (Browser)
// Server-side
// In-session
// Zero Party Data

4 Profile
// Descriptive & Diagnostic
// Predictive & Prescriptive
// Interest & Intend
// Pot. Revenue & Lifetime Value

5 Match
// Next best Action
// Best Product
// Relevant Ancillaries
// Needed Service
// Supportive Contents

6 Deliver
// Personalised Experiences
// Multiple Touchpoints
// Funnel/Journey-based
// Cross-Channel
// On- & offsite

7 Convert
// Targeted Interventions
// Cross- & Upsell
// Product Steering

8 Retain
// Loyalty programs
// Pre- & On-Trip Services
// Retention-Marketing

Inventory
NDC

CRM

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What we believe

We need to be human centric

Selling is design

AI Powered

Be inspiration lead

Real people need real time

Engagement is a result not a target

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// Thank you!

// Find out more on www.bd4travel.com

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