psonify

personalise | optimise | monetise

SAFE & SECURE

EASY TO INSTALL

Big Data and Personalisation within the Online Travel Sector.

Driving actionable results. Increasing ROI.

Strictly private and confidential

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Executive Summary

- The Goal and Challenges in Big Data

- The Opportunities in Big Data

    - Mining behavioural data and transactional data.

    - Ensuring everything is Evidence Based

- Case Study: Solos Holidays

- Unlocking other Personalisation Features for the Travel Sector

Background

- Online/e-ecommerce market place is now critical pathway in the commercial landscape.

- SEO and PPC have become established parts of the online business lifecycle . New Techniques are emerging ..

- On-line personalization technology has "come of age" and with the continuing momentum, there are commercially profitable opportunities to be grasped

- **Key themes about personalisation**

- "*not just the buzzword of the moment, it is the key to being successful online*". Luxury goods magazine July 2013

- "*the top ranked challenge for organisations seeking to optimise their digital presence*". Adobe survey of digital marketers, January 2014

- **What personalisation delivers**

- .. the right experience to the user, at the right time and on the right device, via tailored experiences combining historical, behavioral and profile data with real-time situational feedback

Understanding Personalisation

- **Amazon** increases revenues by 30% utilising proprietary technology to cross-sell products via personalised recommendations

- While ~40% of the larger e-commerce operators use personalisation, **there is little efficient or advanced technology in the Travel Sector** that allows SME's to increase their cross selling of product.

- Our Product offering is designed to give these businesses the Amazon effect.
  - We have built it, own the IP and are now in rollout phase.

- **How is Success measured?**

- Increased Conversions – Cart v No Cart

- Increased basket size (average order value) - *ecommerce*

- Increase in customer engagement improved customer journeys

  - Time on Site, Pages Viewed v Bounce rates

  - Google v Our Product

- Actionable Insights –Visitors V Customers and Integrators v Websites

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The market opportunity

Digital Travel Sales Worldwide, by Country, 2013-2018
billions

	2013	2014	2015	2016	2017	2018
US	$136.36	$145.22	$153.21	$160.87	$168.11	$174.83
China*	$38.23	$47.41	$57.37	$68.84	$80.54	$92.68
Japan	$36.45	$37.90	$39.20	$40.10	$40.75	$41.16
UK	$29.45	$33.35	$36.78	$39.47	$41.96	$44.19
Germany	$14.07	$15.13	$16.13	$17.00	$17.54	$17.94
India	$8.63	$10.77	$13.24	$15.38	$17.09	$19.33
Canada	$9.95	$10.66	$11.32	$12.07	$12.73	$13.48
France	$9.09	$9.29	$9.68	$9.84	$10.00	$10.14
Spain	$7.01	$8.20	$9.14	$10.09	$10.99	$11.70
Italy	$6.87	$8.13	$9.42	$10.74	$11.97	$13.28
Brazil	$5.87	$7.88	$8.52	$9.03	$9.50	$9.95
Mexico	$6.53	$7.83	$8.89	$9.60	$10.01	$10.35
Australia	$6.30	$6.77	$7.02	$7.28	$7.52	$7.71
Norway	$5.35	$5.81	$6.30	$6.66	$6.97	$7.27
South Korea	$5.13	$5.47	$5.70	$5.93	$6.11	$6.28
Sweden	$4.66	$5.08	$5.38	$5.62	$5.84	$6.14
Denmark	$4.06	$4.28	$4.50	$4.62	$4.71	$4.76
Finland	$3.42	$3.77	$4.14	$4.52	$4.88	$5.21
Argentina	$2.95	$3.75	$4.34	$4.83	$5.28	$5.63
Russia	$3.31	$3.58	$3.92	$4.16	$4.35	$4.51
Netherlands	$3.19	$3.56	$4.01	$4.53	$5.15	$5.85
Indonesia	$1.68	$2.44	$3.34	$4.20	$5.11	$6.12

*Note: includes leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment; *excludes Hong Kong*
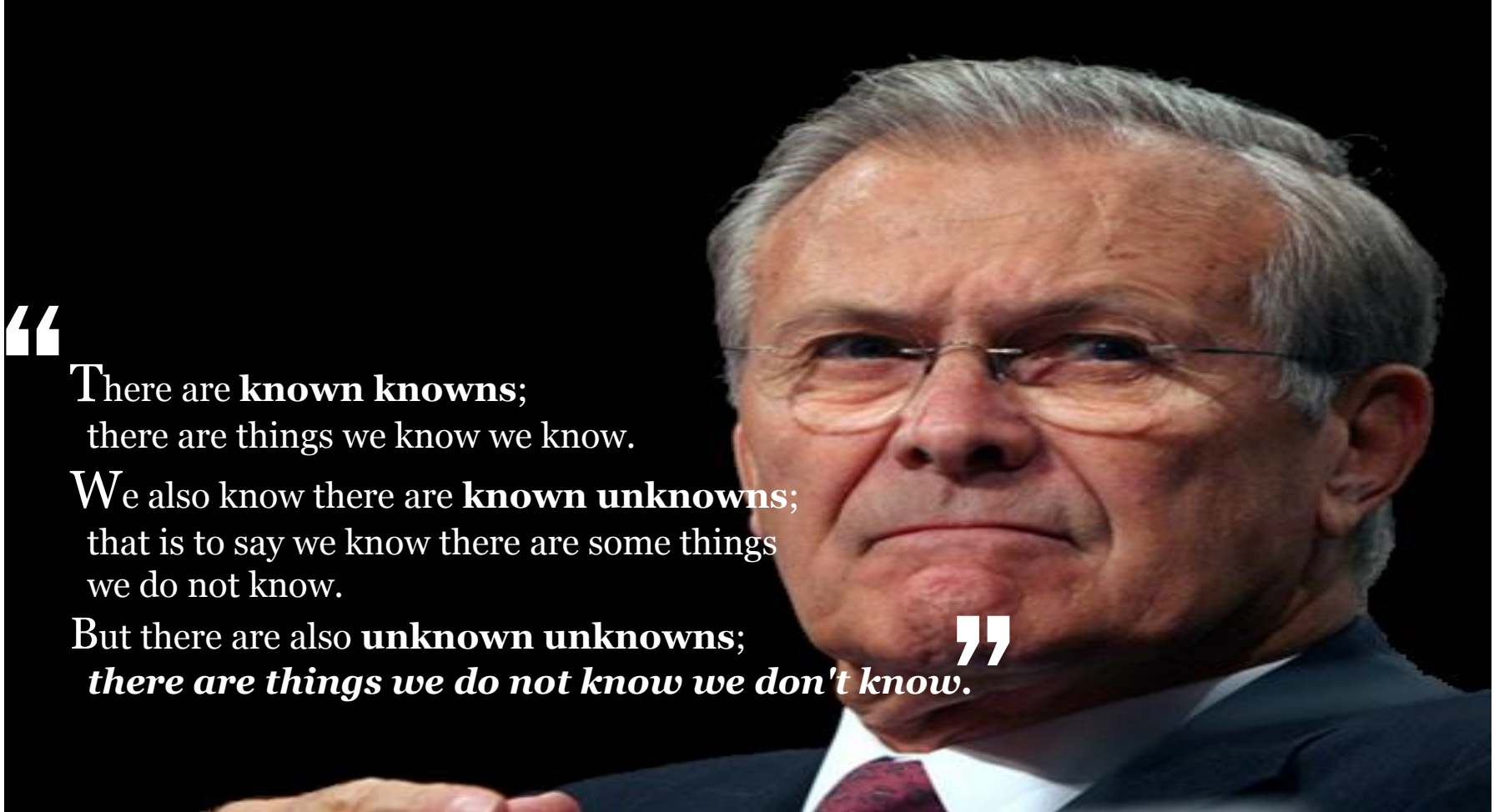*Source: eMarketer, July 2014*

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www.**eMarketer**.com

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THE GOAL OF BIG DATA: MINE THE MEANING WITHIN YOUR DATA WORLD

" There are **known knowns**;
there are things we know we know.

We also know there are **known unknowns**;
that is to say we know there are some things
we do not know.

But there are also **unknown unknowns**;
there are things we do not know we don't know. "

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Consumers Demand Relevant Customer Experiences

Smart marketers today are focused on the customer. They are focused on building a relationship with that customer over time and on what that relationship means to the brand. There's an opportunity for marketers to leapfrog the rest of the market by

putting that customer at the center of their marketing organization.

Better Customer Experiences Start With Data

"What excites me the most today is how the marketer can have control, seamless control, using all the data available. You can take all this incredible rich data, know the customer so much better online, offline, and then change the environment so that it's personalized to them. That's the future, and it's now."

Bryan Eisenberg
best-selling author
& online marketing pioneer

The Challenges -- Unlocking the Potential of Big Data

BIG DATA is a...

1. **Full Opportunity**

Have the storage, processing capacity, and skilled personnel to use big data effectively **15%**

2. **Part Obstacle/Part Opportunity**

Are close to using big data effectively **19%**

3. **Part Obstacle/Part Opportunity**

Have a long way to go **61%**

4. **Full Obstacle**

Strains storage/internal processes, unable to use big data for decision-making **5%**

→ Most companies can do much more with their big data.

Source: CMO Council/SAS 2015

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Psonify – Our Vision and Goals

- Our route to goal has been to solve problems for busy/understaffed business owners in their domains
  - We are focused on the Middle Markets
  - Artificial Intelligence (AI) –complex technologies yet simple front end business intelligence
  - Lessons Learned –Trading, Dating and Legal&Compliance
- Our aim is to provide simple plug and play solutions
  - Front end –javascript and API's
  - Back End database integrations
- We must deliver an increase in customer engagement and customer satisfaction
- We must provide business owners with smart actionable insights and business intelligence in an easy to digest manner

Simple to use. Sophisticated and valuable outputs
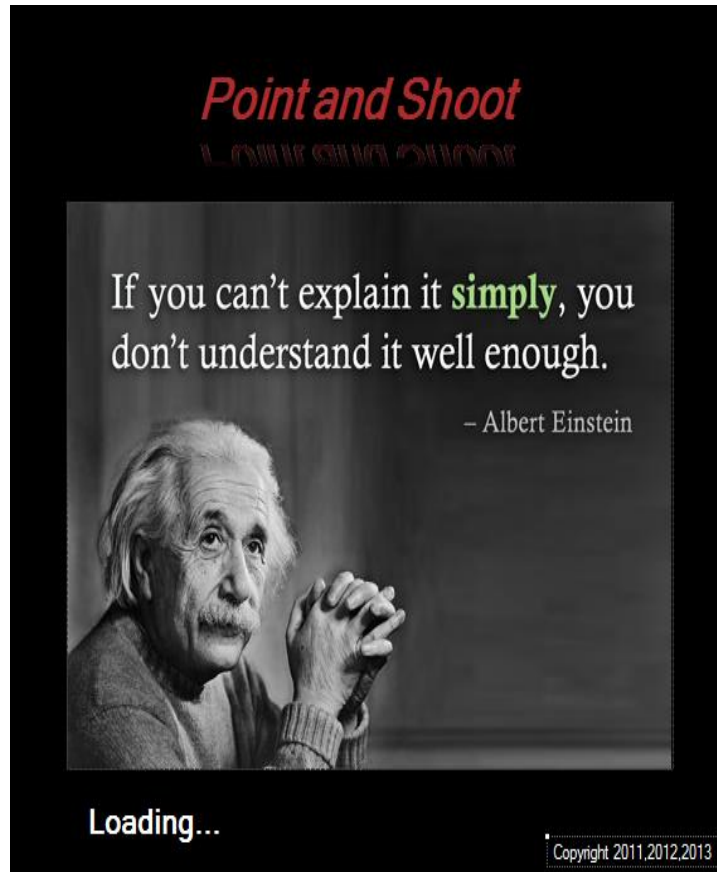
Step 1: Load/refresh the data

Step 2: Agree the KPI's

Step 3: Crawl/Create features

Step 4: Run algorithms

Step 5: Report/Review the results

- Repeat every 30 days!

Private and Confidential - RecSys ltd

Case Study: Solos Holidays (www.solosholidays.com)

■ The Problem

- ■ We spend a small monthly fortune driving traffic to our site yet when they land we have no idea how to engage with our visitors, who they are and hence we want to increase the chances of converting them.

- ■ The traditional channels of print are just not economically viable to us or attractive to our customers

- ■ Many of our customers use the Search function. If we don't have availability we don't have anything to show them and we lose them. Our bounce rates are too high.

- ■ Can you help us drive more traffic into our Cart/Conversion Funnel

■ The Complication

- ■ We have a back end system and they cant provide us with the personalisation techniques we believe we require

- ■ We pre-buy some holidays and these are the ones we want users to see. Can you help us promote these?

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Case Study: Solos Holidays

solos

- ## The KPI's
  - **What is a Conversion**
  - **What is "success" in terms of customer engagement**

- ## The Observations
  - **Identify Pages where Visitors are dropping off....Interest graph**
  - **70% of site visitors are using PC**
  - **30% are using mobile or tablets -certain pages are not responsive**
  - **Significant drop offs through the booking platform**

- ## The Solution and the Reporting
  - **Re-funnelling /Re-design of certain pages**
  - **Personalisation –**
    - **Apply the Algorithms**
    - **Create your output -"You may also be interested in this"**
      - **Give a simple message**
  - **Use our Real Time promotions override to push your pre-bought holidays**

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![psonify logo](personalise | optimise | monetise)

Search results

Destination: Dominican Republic

Age Group: 30-59

No holidays match your search criteria – please modify your search or contact us to discuss your requirements

Quick search

Destination:	Dominican Repub
Holiday type:	All
Age Group:	30-59
Departure:	All

Q Search

Sort by: Date   Destination

Showing results by Date:

Date	Duration	Holiday	Notes	Depart	Age group	Price

Other holidays you may be interested in

Turkey Club Solos Turquoise Coast
Departures from 05 Oct
From £529

Cuban Cocktail
Departures from 19 Oct
From £2289

Cuba - Jibacoa
Departures from 26 Oct
From £1349

Bahamas
Departures from 11 Oct
From £2219

Further Enhancements to Search

- ## Intuitive Real time search

  - Perform lookups in real-time.

  - We can use the sounds of words, with error margins, to find words that sound similar to ones typed in search boxes and suggest similar and / or related ones in results.

  - By integrating this function you can help customers quickly find what they want, and indeed offer what they might want based on intelligent assumptions.

- ## Actionable Insights from Search

  - Show the top 50 or 100 most valuable and popular searches per day/week on your website.

  - Keyword research is one of the most important, valuable and high return activities in the search market field.

  - Learn more about your customers as a whole.

  - This will improve your SEO and provide content to your visitors that they are actively seeking.

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Abandoned Cart Recovery

- **The Problem**
    - Research shows that travel operators, with higher average orders and longer buying cycles face significantly higher abandonment rates than their peers in other industries.
    - Travel ecommerce sites saw over 80% rates compared to approximately 70% in Retail and Fashion.

- **The Solution**
    - Send targeted follow up emails to customers who have abandoned Holidays in their cart incentivising and enabling them to recover the shopping cart easily and to continue with the purchase.
    - **Successful Results ROI tend to be in the 1-4% range**
        - **Engage more with your customers offline**

- Once your in the back end -send personalised emails

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Personalised Home Pages (P-URL's)

- A PURL is a unique and personalise Web address created especially for your customers – how many customers do you have ?

- PURL's contain the recipient's name inside a Web address reserved exclusively for them

- E.G: name of company/psonify/marc.anderson

- Think of it as a concierge service for your prospects or customers creating a truly personal and engaging experience

- Output
  – Send more relevant content to your customers
  – Sell more services to your customers

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Sentiment, Rating Reviews and Brand Reputation

- Beyond Traditional Rating Reviews–searching the FreeText boxes

- Proprietary technology from the Homeland security sector

- Searching Social media -Truely Multi Lingual. Beyond keyword search...
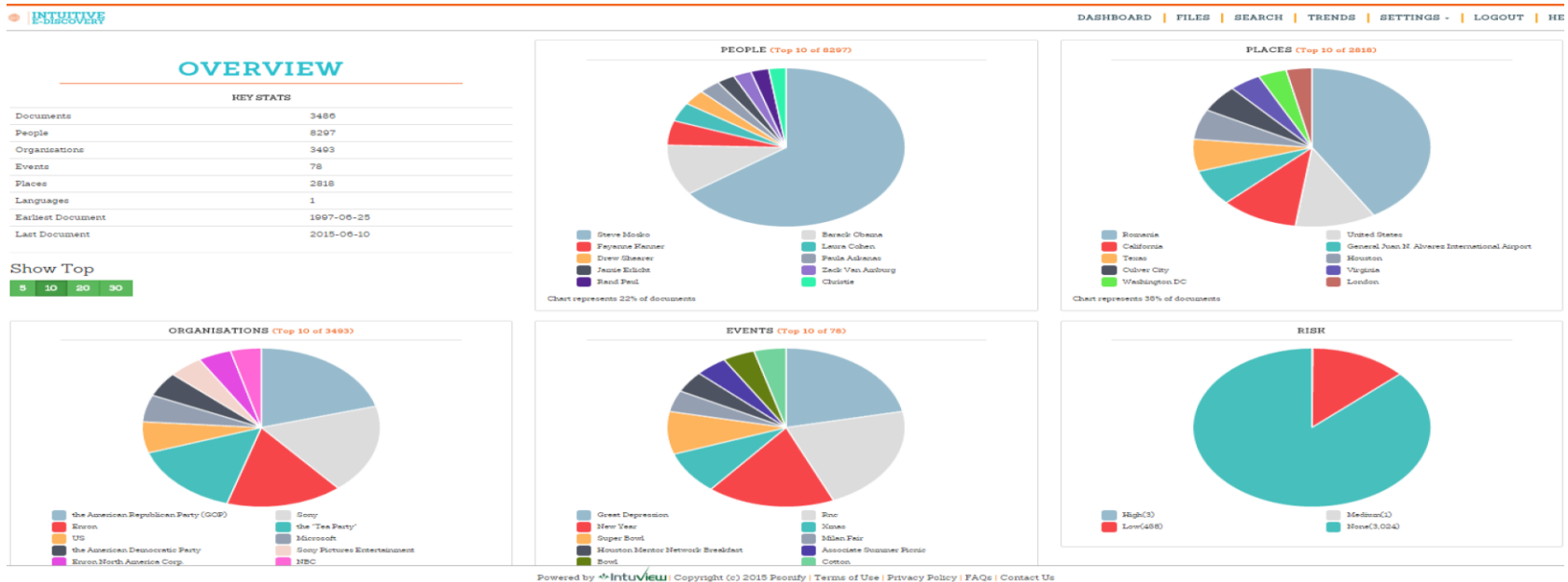
Court

Court of law	Royal Court	Athletics Court

Legal Domain		Sports Domain

Ontological context relating to Legal Affairs	Ontological context relating to Monarchy	Ontological context relating to Sport

Disambiguation

Thank you

Personalise your customer experiences

Increase traffic, sales & customer satisfaction

Gain new insights from customer behaviour