



**Shopping Minds**  
Turning visitors into customers

# AI Driving Personalisation



# Today | Insights in a customer journey

Visitors need several sessions - in a period of 21 days - before making a holiday booking.

What are the benefits of the artificial intelligence & personalisation in:

- Conversion rate (onsite and email)
- Online media spent (offsite)

# Content

1. Introduction
2. How it works
3. Cases





**Shopping Minds**

Turning visitors into customers

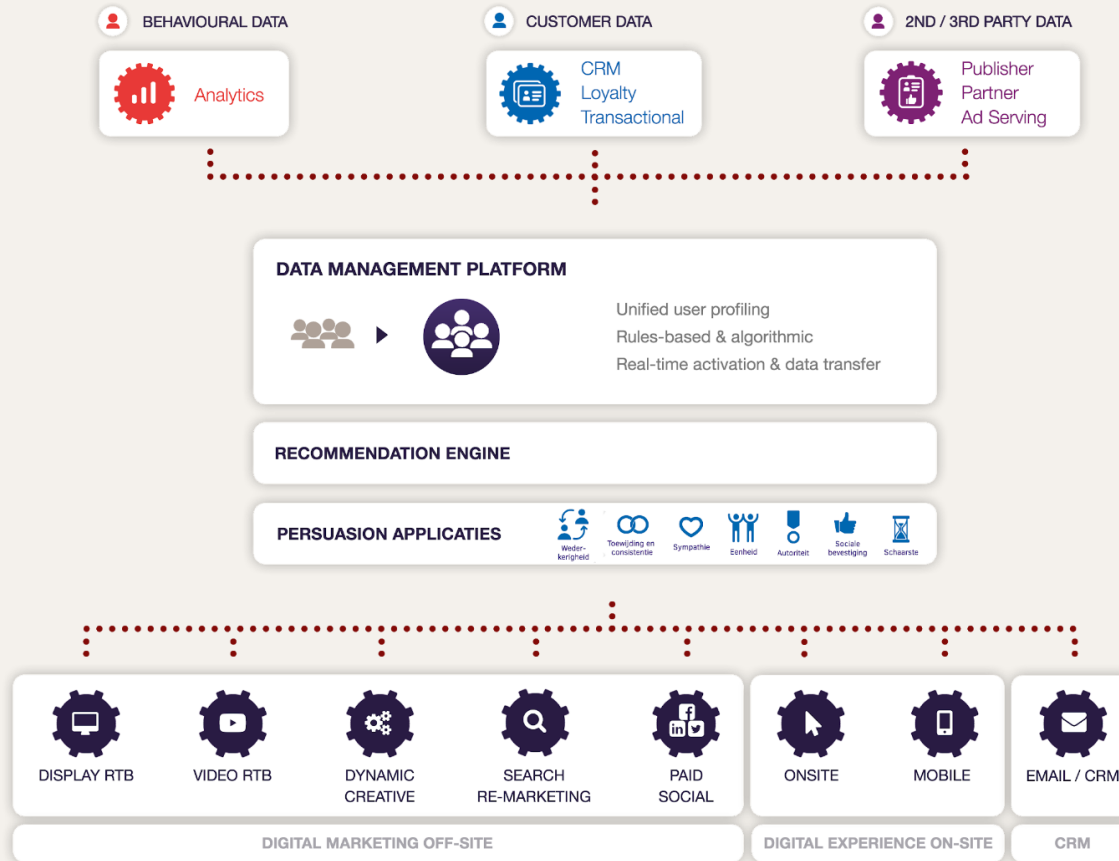
# Introduction Shopping Minds

# Introduction Shopping Minds (2013)



- Data Management Platform:
  - Collecting visitor & customer behaviour
  - Realtime conversion prediction (AI)
  - Personalisation of content in all channels
- 25 experts in marketing data & technology
- Processing 9,3 billion pageviews per month (Google Cloud)

# Artificial Intelligence & Personalisation = DMP



# Customers







**Shopping Minds**

Turning visitors into customers

## How it works



# Collecting data

Weekendjeweg.nl

088 – 089 01 00   Cadeau Card   Hotels   Vakantieparken

Liefs uit Londen! Als je zin hebt in cultuur en shoppen, dan moet je hier zijn... 12.10 ✓✓

Hotels   Vlucht + Hotel   Trein + Hotel   ? Mystery Hotels   Vakantieparken   Boeken met Cadeau Card

LAND   WAARHEEN   DATUM EN REISDUUR

Naar welk land wil je gaan?      Kies je periode

Q ZOEKEN

# Collecting data

## Weekendjeweg.nl

020 456 40 06    FAQ    Contact

DATUM  
31 mei - 01 jun. ▾

AANTAL PERSONEN  
1 Persoon ▾

Filter op

Aantal sterren


- ☐ ★★★★★ 5 Sterren
- ☐ ★★★★☆ 4 Sterren
- ☐ ★★★☆☆ 3 Sterren
- ☐ ★★☆☆☆ 2 Sterren
- ☐ ★☆☆☆☆ 1 Sterren
- ☒ Alle

Prijs per kamer

- ☐ €50 - €100
- ☐ €100 - €150
- ☐ €150 - €200
- ☐ €200+

459 Hotels gevonden

Prijs ▾



**Goldmarie**  
★★★★☆  
Berlin, Berlijn


BESTE PRIJS

Prijs per kamer  
excl.toesl € 7,07 pppn  
1 nacht, excl. ontbijt

vanaf € 500,00

**vanaf € 500,00**

**BEKIJK**

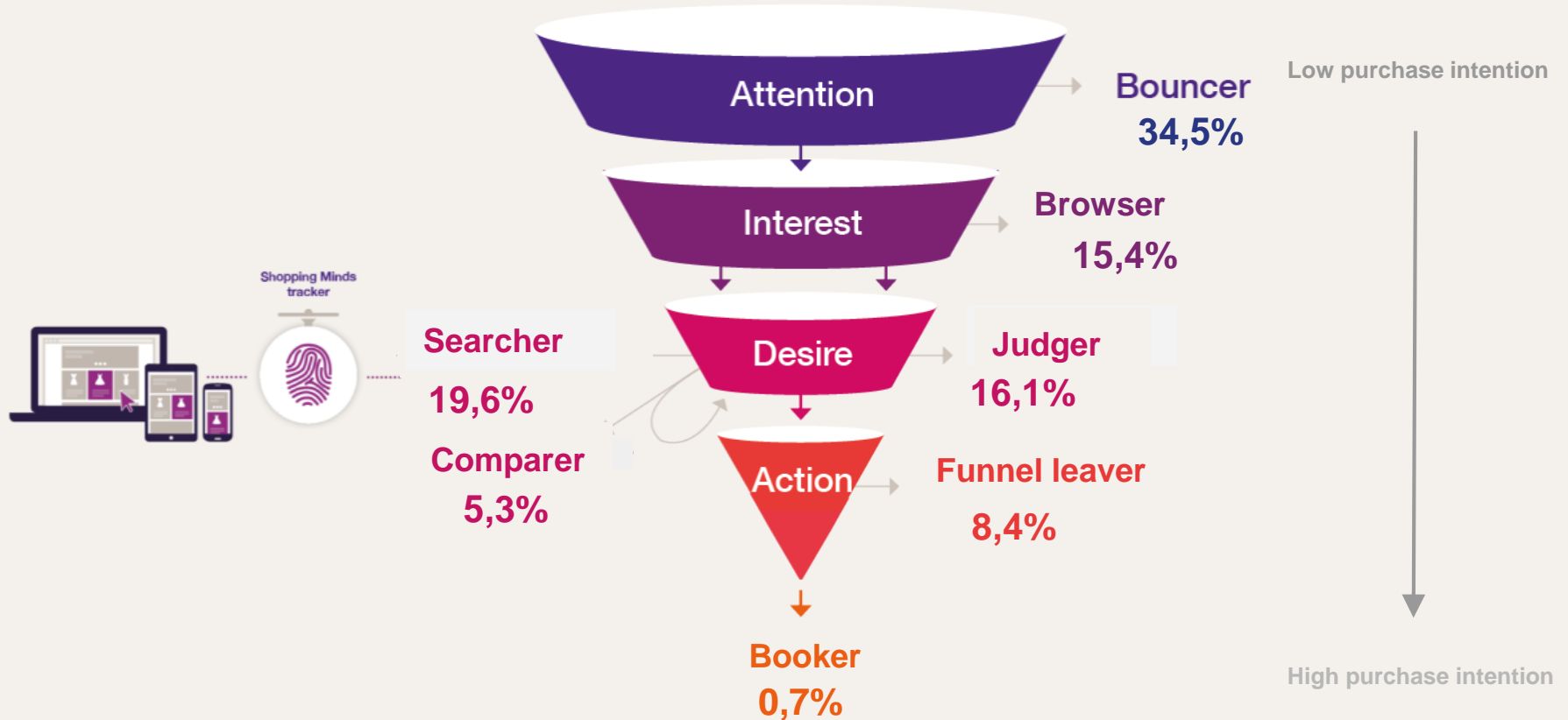


**Hotel Zoo Berlin**  
★★★★☆  
Charlottenburg, Berlijn

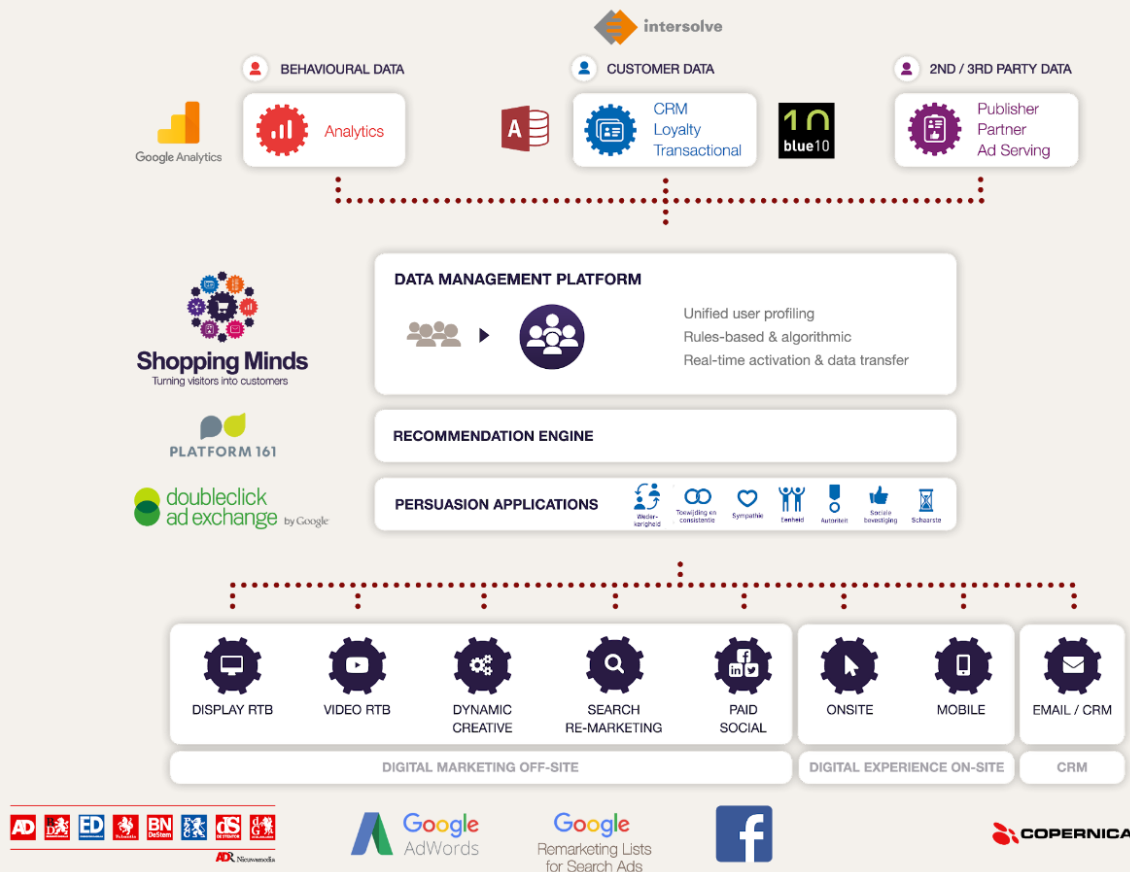
BESTE PRIJS

Prijs per kamer  
excl.toesl € 7,07 pppn  
1 nacht, excl. ontbijt

# Predicting behaviour (AI)



# Changing behaviour Data Management Platform



# Changing behaviour | audience manager

The screenshot shows the Leonardo Audience Manager interface for the domain **bungalows.nl**. The left sidebar contains a navigation menu with options: Home, Customers (expanded), Dashboard, Campaigns, Audiences (selected), Data Manager, Recommendations, Tracker, and a list of other domains. The main content area is titled **bungalows.nl** and includes a 'Create custom audience' button. It is divided into four sections: Custom audiences, Shopping Minds Purchase Intent, Customer Lifecycle Audiences, and Sync with external platform.

**Custom audiences**

Audience	Percentage	More
Landal Greenparcs	3.7 %	...

**Shopping Minds Purchase Intent**

Audience	Percentage	More
Bouncers	34.0 %	...
Browsers	11.0 %	...
Searchers	14.0 %	...
Judgers	22.0 %	...
Comparers	6.0 %	...
Leavers	11.0 %	...
Buyers	1.0 %	...

**Customer Lifecycle Audiences**

Audience	More
Red alert	...
At risk	...
Loyal	...
Sleepers	...
Promising	...
Drifting	...
New buyers	...
Prospects	...

**Sync with external platform**

- Sync Shopping Minds Audiences with Platform 161 ☐
- Sync Shopping Minds Audiences with Google Analytics ☐

# Audience manager | selecting product preferences

The screenshot displays the Leonardo Audience Manager interface. The top navigation bar includes the Leonardo logo, a breadcrumb trail (Home > Bookit > bungalows.nl (nl) > Audiences > Update audience product preferences), and user profile icons. The left sidebar contains a menu with 'Home', 'Customers', and a list of audiences including 'americacarrental', 'baxshop', 'bebsy', 'bodyfit', 'bookit', and 'bungalows.nl (nl)'. The 'bungalows.nl (nl)' audience is selected. The main content area is titled 'Product preferences of audience 'Landal Greenparcs'' and features a 'Save' button. Below the title are four tabs: 'Product preferences' (active), 'Profile data', 'Purchase intent', and 'Customer lifecycle'. The 'Product preferences' tab contains a form with the following fields: 'Continent' (empty), 'Country' (NL), 'Province' (empty), 'Region' (Strand/Kust), 'City' (Domburg), 'Product type' (empty), 'Transport type' (empty), 'Accommodation' (empty), 'Accommodation type' (Park bungalow), 'Chain' (Landal GreenParks), 'Facilities' (empty), 'Stars' (empty), and 'Theme' (empty). Each field has a settings icon to its right. The right sidebar, titled 'Audience reach', contains a message: 'Save the audience to be able to calculate the results.'

Leonardo

Home > Bookit > bungalows.nl (nl) > Audiences > Update audience product preferences

Home

Customers

- A americacarrental
- B baxshop
- B bebsy
- B bodyfit
- B bookit
- bungalows.nl (nl)

Dashboard

Campaigns

Audiences

Data Manager

Recommendations

Tracker

- weekendjeweg.nl (nl)
- C campingnavigator
- C carrental8
- C colaris
- C coolcat
- C creativecosmetics
- C cruisetravel

### Product preferences of audience 'Landal Greenparcs'

Save

Product preferences Profile data Purchase intent Customer lifecycle

Continent:

Country: NL

Province:

Region: Strand/Kust

City: Domburg

Product type:

Transport type:

Accommodation:

Accommodation type: Park bungalow

Chain: Landal GreenParks

Facilities:

Stars:

Theme:

### Audience reach

Save the audience to be able to calculate the results.

# Audience manager | selecting product preferences

The screenshot displays the Leonardo Audience Manager interface. The left sidebar contains a navigation menu with options: Home, Customers, Dashboard, Campaigns, Audiences, Data Manager, Recommendations, Tracker, weekendjeweg.nl (nl), campingnavigator, carrental8, colaris, coolcat, creativecosmetics, and cruisetravel. The main content area is titled 'Purchase cycle segment of audience 'Landal Greenparcs'' and features a 'Save' button. Below the title, there are four tabs: Product preferences, Profile data, Purchase intent (selected), and Customer lifecycle. The 'Purchase intent' tab shows a list of user behaviors with checkboxes: Bouncers (unchecked), Browsers (checked), Searchers (checked), Fun shoppers (unchecked), Judges (checked), Comparers (checked), Funnel leavers (checked), and Buyers (unchecked). At the bottom of this section are 'Cancel' and 'Save' buttons. On the right, the 'Audience reach' panel shows a 'Calculate' button and the following statistics: Of all profiles: 1.3% (Total nr of profiles: 5149596, Sample size: 1000, Matching samples: 13, Nr of profiles ≈ 66945); Of all profiles last 2 weeks: 22.6% (Total nr of profiles: 68737, Sample size: 1000, Matching samples: 226, Nr of profiles ≈ 15535).

Leonardo

Home > Bookit > bungalows.nl (nl) > Audiences > Update audience segments

Home

Customers

- americacarrental
- baxshop
- bebsy
- bodyfit
- bookit
- bungalows.nl (nl)

Dashboard

Campaigns

Audiences

Data Manager

Recommendations

Tracker

- weekendjeweg.nl (nl)
- campingnavigator
- carrental8
- colaris
- coolcat
- creativecosmetics
- cruisetravel

Purchase cycle segment of audience 'Landal Greenparcs'

Save

Product preferences Profile data Purchase intent Customer lifecycle

Bouncers: ☐

Browsers: ☒

Searchers: ☒

Fun shoppers: ☐

Judges: ☒

Comparers: ☒

Funnel leavers: ☒

Buyers: ☐

Cancel Save

Audience reach

Calculate

Of all profiles:

1.3%

Total nr of profiles: 5149596

Sample size: 1000

Matching samples: 13

Nr of profiles ≈ 66945

Of all profiles last 2 weeks:

22.6%

Total nr of profiles: 68737

Sample size: 1000

Matching samples: 226

Nr of profiles ≈ 15535

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**Shopping Minds**

Turning visitors into customers

**Changing behaviour  
Cases - onsite (site, mail, crm)**

# Bookit

previously owned by Holiday Break / Cox & Kings



Weekendjeweg.nl offers more than 20.000 hotels in the Benelux, Germany and rest of Europe.

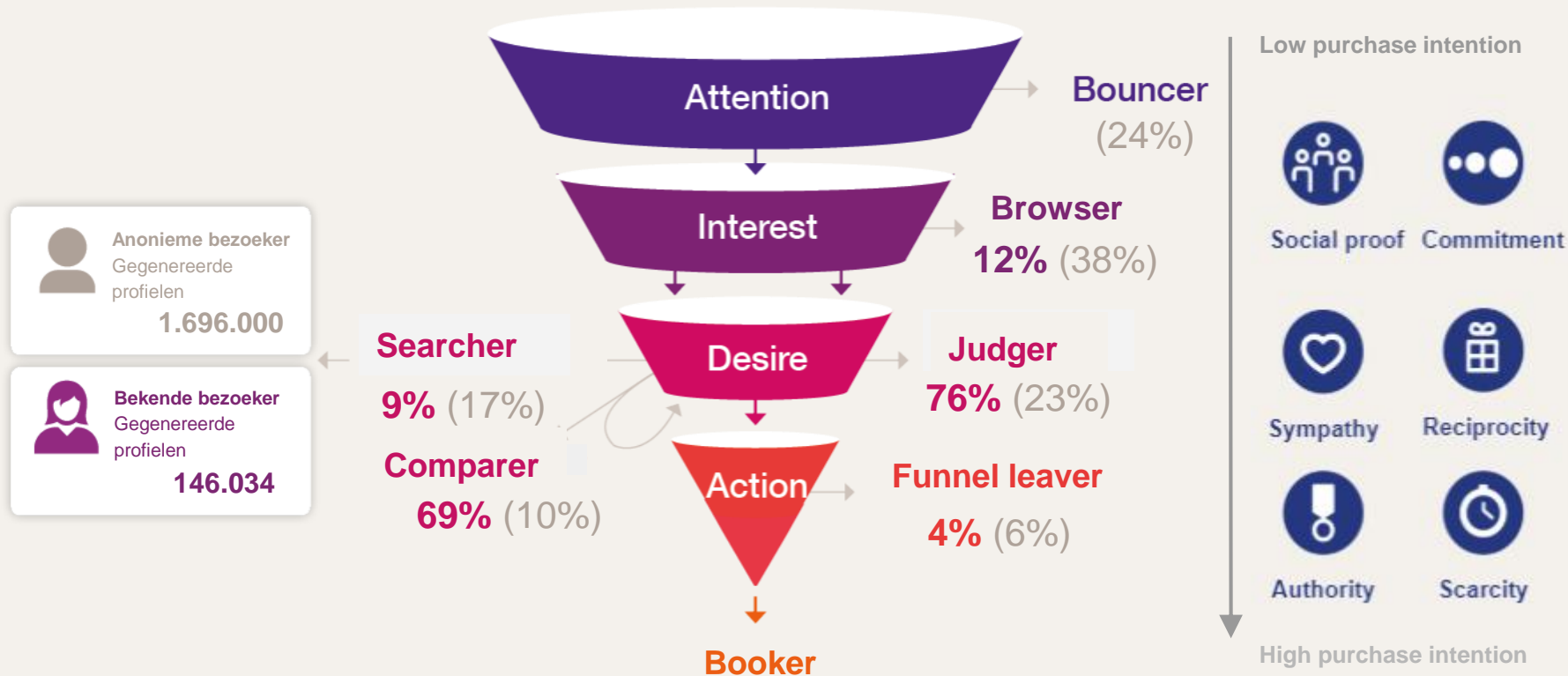


Choice of more than 550 bungalow parks in The Netherlands, Belgium, Germany, France and rest of Europe.

# Giftcard & retail outlets



# Changing behaviour | Bungalows | anonymous/known



# Onsite | additional subscriptions newsletter

info@bungalows.nl 020 456 40 04

Hotels Informatie Privacy Cadeau Card

## Bungalows.nl

SUPERAANBIEDINGEN NERGENS GOEDKOPER LAST MINUTES CENTER

☐ Beautycentrum

☐ Zwembad voor kinderen

☐ Zwembad binnen

☐ Sauna

☐ Restaurant

☐ Fietsverhuur

☐ Speeltuin

### ACCOMMODATIE FACILITEITEN

zoeken

☐ Sauna

☐ WIFI


☐ Gelijkvloers

☐ Vaatwasmachine

☐ Parkeren bij de accommodatie

☐ Ligbad

☐ Huisdier toegestaan



WIFI Zwembad binnen

BEKIJK DE 4 ACCOMMODATIETYPES

8.1

### Landal Rabbit Hill

Nieuw-Milligen, Gelderland, Nederland

Ruim opgezet met speelparadijs, buiten- en binnenzwembad

☒ Restaurant

☒ Bowlingbaan

☒ Fietsverhuur

☒ Kinderboerderij/diere...

☒ Supermarkt

☒ WIFI

BEKIJK DE 4 ACCOMMODATIETYPES

8

### Landal Landgoed Het Loo

't Loo Oldebroek, Gelderland, Nederland

Met recreatieplas en veel faciliteiten rondom de Gran Place

☒ Restaurant

☒ Bowlingbaan

☒ Fietsverhuur

☒ Kinderboerderij/diere...

☒ Supermarkt

☒ WIFI

Additional subscriptions vs. control group

+ 2.962%

Start je vakantie met..

## €5 korting

Een persoonlijk aanbod  
De scherpste aanbiedingen

E-mailadres

ANMELDEN

Lees hier de actievoorwaarden



# Onsite | Recommendations home & detailpage

Info@bungalows.nl 020 456 40 04

Hotels Informatie Privacy Cadeau Card

Bungalows.nl

SUPERAANBIEDINGEN NERGENS GOEDKOPER LAST MINUTES CENTER PARCS MYSTERY

## OOK INTERESSANT



### Landal Aelderholt

Aalden, Drenthe, NL

- Supermarkt
- Zwembad binnen
- Restaurant
- Fietsenverhuur

VANAF  
€ 432  
**€ 219**  
incl. Eindschoonmaak

INFO & PRIS



### Landal Het Land van Bartje

Ees, Drenthe, NL

- Fietsenverhuur
- Zwembad binnen
- Restaurant
- WIFI

VANAF  
€ 793  
**€ 389**  
incl. Eindschoonmaak

INFO & PRIS



### Landal Hunerwold State

Wateren, Drenthe, NL

- Zwembad binnen
- Fietsenverhuur

VANAF  
€ 375  
**€ 239**  
incl. Eindschoonmaak

INFO & PRIS

# Onsite | Personalised homepage (returning visitor)

info@bungalows.nl 020 456 40 04

Hotels Informatie Privacy Cadeau Card

Bungalows.nl

SUPERAANBIEDINGEN NERGENS GOEDKOPER LAST MINUTES CENTER PARCS MYSTERY

Landal Orveltermarke  
6-persoons Bungalow VC6

PRIJZEN EN BESCHIKBAARHEID

× Drenthe

× 5 personen

30 apr '18, maandag

Alle ketens

Alle types

ZOEKEN

🔍 ZOEK PARK OP NAAM

📍 ALLE PARKEN OP KAART



DE MOOISTE BELEVING IN DRENTH



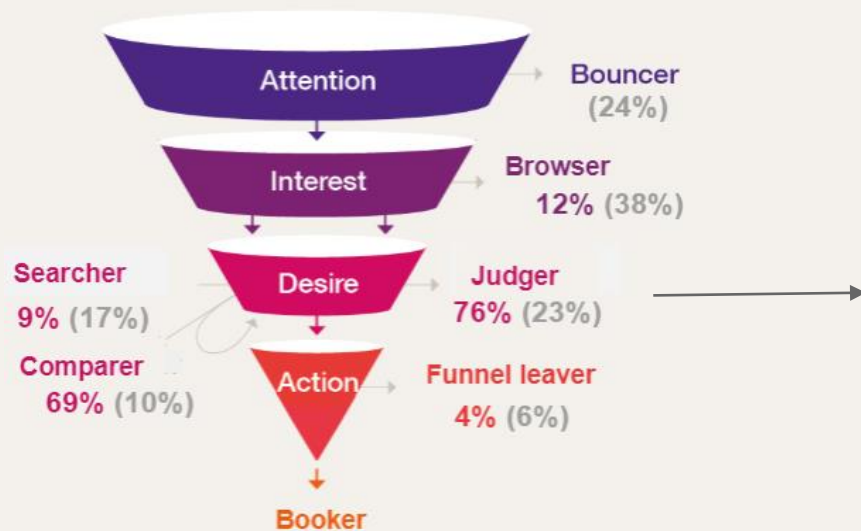


# Recommendations | Results | Bungalows.nl

<b><i>Bungalows Recommendation Engine</i></b>	<b>Conversion</b>	<b>Per Session Value</b>	<b>Average Order Value</b>
<b>Target group - shown</b>	1,30%	€ 5,04	€388,57
<b>Control group - not shown</b>	0,98%	€ 3,74	€383,43

<b>Revenue increase for total website</b>	<b>Conversion increase for total website</b>
+ 8,70%	+ 8,22%

# Personalised e-mail



Weekendjweg.nl

020 456 40 06

**Businesshotel** ★★★★★  
Nog 2 kamers beschikbaar

Pasewalker Str. 97, Berlijn, Pankow

Dit hotel, dat direct bij tramhalte Pasewalker Straße/Blankenburger Weg ligt, bevindt zich in het groene stadsdeel Pankow van Berlijn. Vandaag de dag trekt dit district, dat bekend is in de popcultuur, met een bruisend nachtleven en een eclectisch cultureel aanbod. Naast Slot Schönhausen, telt ook het cultuurcentrum Kulturbrauerei als een populaire bestemming.

**€ 202** p.p. ⓘ

BESCHIKBAARHEID

### De leukste reizen naar Berlijn

**vanaf € 219,-**  
per persoon per nacht

BEKUK

H24 Hotel Berlin Lichtenberg  
★★★★☆  
Lichtenberg, Berlijn

**vanaf € 230,-**  
per persoon per nacht

BEKUK

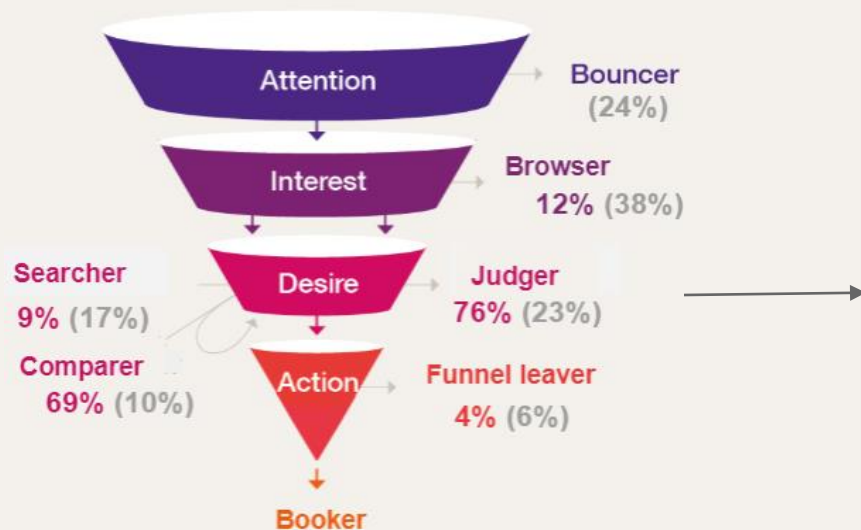
Days Inn West  
★★★★☆  
Reinickendorf, Berlijn

"Een geweldige tijd gehad in Berlijn, zeker de moeite waard!"  
- Sannie Hulzen

"Een top accommodatie. En goedkoop! Snel weer opnieuw."  
- Lianne Polk

Weekendjweg.nl

# Personalised e-mail



21% of the Juder newsletters personalised

Conversion increase direct vs. not personalised	Conversion increase incl. assisted vs. not personalised
31,77%	176,82%

Weekendjeweg.nl
020 456 40 06

### Businesshotel

★★★★★

Nog 2 kamers beschikbaar

Pasewalker Str. 97, Berlijn, Pankow

Dit hotel, dat direct bij tramhalte Pasewalker Straße/Blankenburger Weg ligt, bevindt zich in het groene stadsdeel Pankow van Berlijn. Vandaag de dag trekt dit district, dat bekend is in de popcultuur, met een bruisend nachtleven en een eclectisch cultureel aanbod. Naast Slot Schönhausen, telt ook het cultuurcentrum Kulturbrauerei als een populaire bestemming.

**€ 202** p.p.

BESCHIKBAARHEID

### De leukste reizen naar Berlijn

vanaf **€ 219,-**  
per persoon per nacht

**BEKUK**

H24 Hotel Berlin Lichtenberg  
★★★★☆  
Lichtenberg, Berlijn

"Een geweldige tijd gehad in Berlijn, zeker de moeite waard!"  
- Sannie Hulzen

vanaf **€ 230,-**  
per persoon per nacht

**BEKUK**

Days Inn West  
★★★★☆  
Reinickendorf, Berlijn

"Een top accommodatie. En goedkoop! Snel weer opnieuw!"  
- Lianne Polk

Weekendjeweg.nl



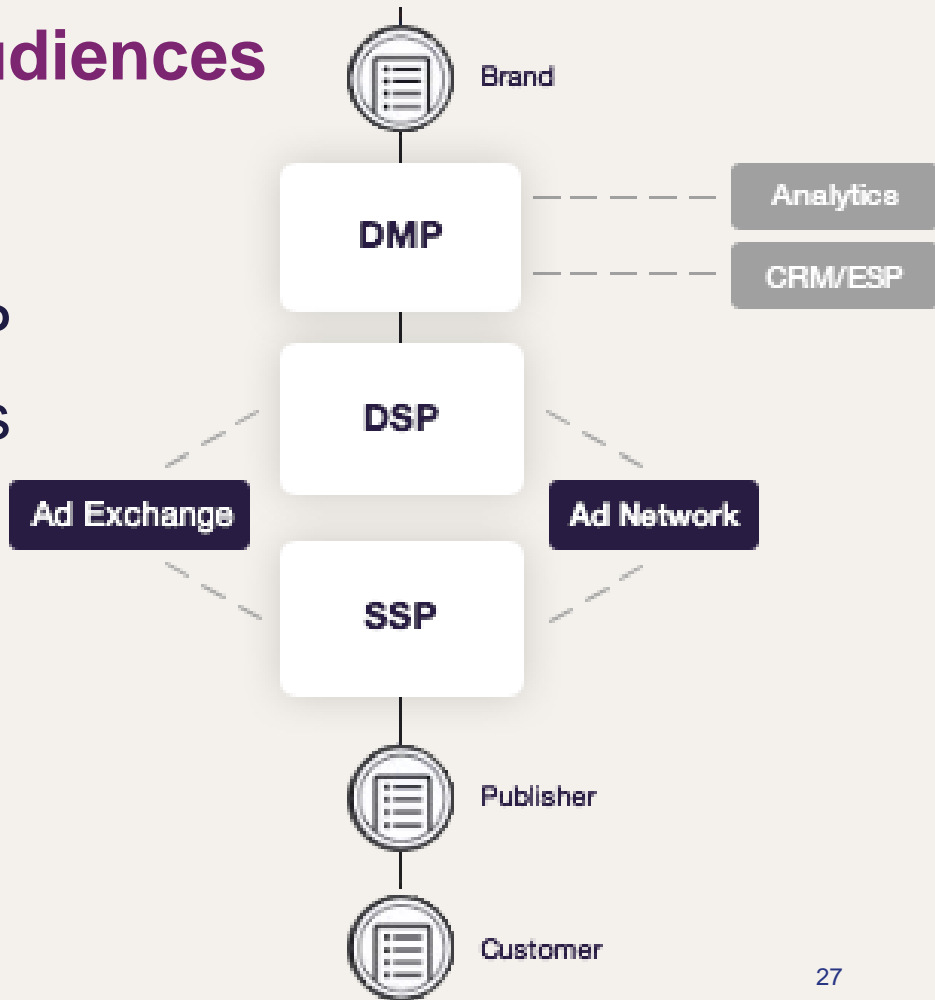
**Shopping Minds**

Turning visitors into customers

## **Cases - offsite Adwords, Display, CRM**

# Offsite : synchronizing audiences

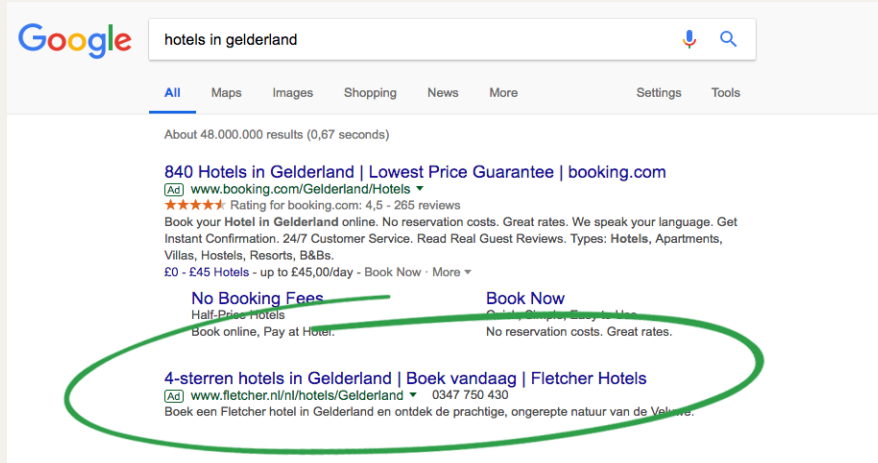
- Selecting Audiences in DMP
- Synch with Google Analytics (search advertising),
- Synch with DSP/SSP (display advertising)



# Using audience in Google Adwords / RLSA

Campaign ?	Users ? ↓	Sessions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	29,190 % of Total: 2.33% (1,252,874)	59,647 % of Total: 3.10% (1,926,044)	€165.61 Avg for View: €159.54 (3.80%)	2.08% Avg for View: 0.91% (127.66%)	€3.45 Avg for View: €1.46 (136.31%)
1. RLSA   Afhaker   Merknaam	11,014 (34.03%)	23,761 (39.84%)	€167.48	2.56%	€4.29
2. RLSA   Zoeker   Merknaam	8,926 (27.58%)	16,617 (27.86%)	€159.15	2.24%	€3.57
3. RLSA   Vergelijker   Merknaam	5,412 (16.72%)	8,744 (14.66%)	€177.94	1.48%	€2.63
4. RLSA   Kijker   Merknaam	2,392 (7.39%)	3,762 (6.31%)	€158.23	1.04%	€1.64
5. RLSA   Afhaker   Geografie	1,402 (4.33%)	1,815 (3.04%)	€223.93	0.94%	€2.10
6. RLSA   Vergelijker   Nachtjeweg	687 (2.12%)	949 (1.59%)	€141.86	0.95%	€1.35
7. RLSA   Afhaker   Aanbiedingen	685 (2.12%)	934 (1.57%)	€141.58	1.18%	€1.67
8. RLSA   Zoeker   Nachtjeweg	431 (1.33%)	695 (1.17%)	€95.00	1.29%	€1.23
9. RLSA   Vergelijker   Lastminute	395 (1.22%)	524 (0.88%)	€181.61	0.57%	€1.04
10. RLSA   Keurder   Merknaam	348 (1.08%)	595 (1.00%)	€199.48	2.69%	€5.36

# SMart Retargeting - purchase intention + persuasion



Google search results for "hotels in gelderland". The search bar shows "hotels in gelderland" with a microphone and search icon. Below the search bar are tabs for All, Maps, Images, Shopping, News, More, Settings, and Tools. The results show "About 48.000.000 results (0,67 seconds)". The first result is "840 Hotels in Gelderland | Lowest Price Guarantee | booking.com" with a link to "www.booking.com/Gelderland/Hotels". Below this is a star rating and a description: "Book your Hotel in Gelderland online. No reservation costs. Great rates. We speak your language. Get Instant Confirmation. 24/7 Customer Service. Read Real Guest Reviews. Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs." Below the description are two buttons: "No Booking Fees" and "Book Now". The "No Booking Fees" button is circled in green. Below the buttons is another result: "4-sterren hotels in Gelderland | Boek vandaag | Fletcher Hotels" with a link to "www.fletcher.nl/nl/hotels/Gelderland".

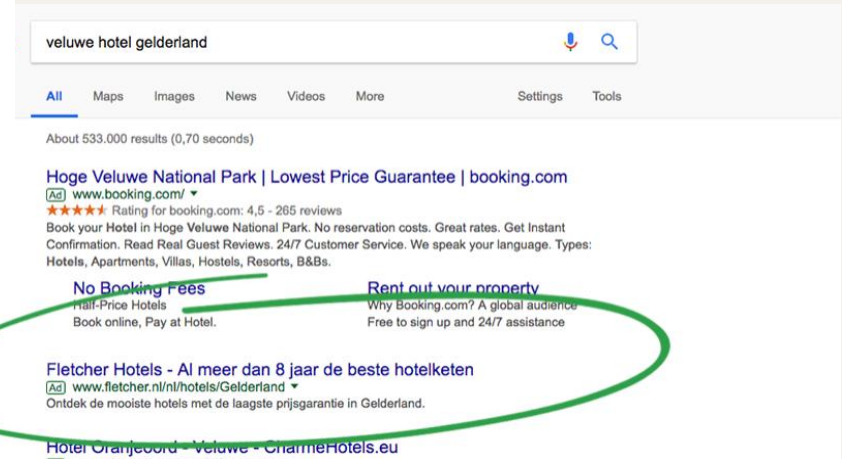


**Authority:**

**“more than  
8 years the best  
hotelchain”**



**Scarcity:  
“Book today”**



Google search results for "veluwe hotel gelderland". The search bar shows "veluwe hotel gelderland" with a microphone and search icon. Below the search bar are tabs for All, Maps, Images, News, Videos, More, Settings, and Tools. The results show "About 533.000 results (0,70 seconds)". The first result is "Hoge Veluwe National Park | Lowest Price Guarantee | booking.com" with a link to "www.booking.com/". Below this is a star rating and a description: "Book your Hotel in Hoge Veluwe National Park. No reservation costs. Great rates. Get Instant Confirmation. Read Real Guest Reviews. 24/7 Customer Service. We speak your language. Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs." Below the description are two buttons: "No Booking Fees" and "Rent out your property". The "No Booking Fees" button is circled in green. Below the buttons is another result: "Fletcher Hotels - Al meer dan 8 jaar de beste hotelketen" with a link to "www.fletcher.nl/nl/hotels/Gelderland". Below this is a description: "Ontdek de mooiste hotels met de laagste prijsgarantie in Gelderland." Below the description is another result: "Hotel Oranjeoord - Veluwe - Charmehotels.eu".



# Using audience in programmatic buying: display ads

PLATFORM 161

All clients

Richard Blommendaal

Shopping Minds

Support

Richard Blommendaal

Dashboard

Media plans

+ NEW

Campaigns

Creatives

Reports

Agencies

Advertisers

Supply

Data

BACK

MEDIA PLANS

Media plans

Add media plan

Is active?

Is favorite?

	ID	NAME	START ON	DAYS TO GO	BUDGET/REMAINING	BOOKED BUDGET	CTR	ECPM	IMPRESSIONS	STATUS	END C
<input type="checkbox"/>	1.	2018_WeekendWeg_Herinnering_Q3 ▲ 7 campaigns	21/08/2018	5 days	€3,298.47 / €5,510.87	€6,500.00	0.15%	€1.95	1,695,451	🚀	24/09/21
	2.	WW_2018_HER_No Segments_CPA	04/09/2018	0 days	€13.33 / €16.96	€20.00	0.08%	€0.29	46,625	🚀 IN...	05/09/21
	2.	WW_2018_HER_Browser	27/08/2018	0 days	€270.98 / €127.17	€150.00	0.16%	€3.29	82,336	🚀 IN...	02/09/21
	2.	WW_2018_HER_Comparer	27/08/2018	5 days	€479.20 / €847.83	€1,000.00	0.12%	€3.32	144,357	🚀	24/09/21
	2.	WW_2018_HER_Leaver	27/08/2018	5 days	€626.85 / €847.83	€1,000.00	0.14%	€3.37	186,278	🚀	24/09/21
	2.	WW_2018_HER_Searcher	27/08/2018	2 days	€780.98 / €847.83	€1,000.00	0.2%	€3.14	248,918	🚀	21/09/21
	2.	WW_2018_HER_Judger	27/08/2018	2 days	€780.80 / €847.83	€1,000.00	0.18%	€3.52	221,663	🚀	21/09/21
	2.	WW_2018_HER_No Segments	21/08/2018	0 days	€346.34 / €347.61	€410.00	0.13%	€0.45	765,274	🚀 IN...	12/09/21

# Display bidding & publishing

The screenshot shows the nu.nl website with a browser window. The page layout includes a top navigation bar, a main content area with news articles, and a right sidebar with a list of recent news items. Two curved arrows point from the bottom corners of the page towards the center, highlighting the main content area.

**VIND UW IDEALE HOTEL**  
Bekijk hotels

**2018 AL 8 JAAR! BESTE HOTELKETEN**

**Vliegtuigcrash veroorzaakt natuurband in Nevada**

**Helikopter VS film dodelijke explosie bij arrestatie bommenlegger**

**Scheringa hoort medewerkers DNB: 'DSB failliet door lek'**

**Honderden bussen deodorant knallen kapot in vrachtwagenbrand**

**Bekijk hier meer actuele video's**

**Economie**

**Europese importheffingen op Chinese zonnepanelen lopen af**  
Installateurs en verkopers verwachten een nieuwe stimulans voor groei

► Argentinië presenteert plan om begrotingstekort te elimineren  
► Mogelijk kleinere chips in zakken Lay's door droogte en hitte  
► China zegt 60 miljard dollar aan financiering voor Afrika toe  
► Mogelijk duizenden arbeidsplaatsen weg bij Ford  
► Beter energielabel is bij verkoop vaak duizenden euro's waard  
► Turkse inflatie versnelt naar hoogste niveau in vijftien jaar  
► Nederlandse aanpakkers hebben last van persoonsgegevens

**16:25 - NUpanel: Koop jij jouw volgende auto online? >**  
**16:24 - Frankrijk mist geblesseerde doelman Lloris ... >**  
**16:18 - Koeman noemt het logisch dat duel met Per... >**  
**Meer Net binnen >**

**Meest gelezen**

1. Moeder Armeense kinderen Lili en Howick: 'Ze z... >
2. Woedende Verstappen vindt dat wedstrijdleiding... >
3. Twintigjarige vrouw overleden na steekpartij in E... >
4. Voormalig No Surrender-voorman Henk Kuipers... >
5. Peuter overleden na val van vierde verdieping w... >
6. Teambaas Homer ondanks tidsraf trots op pres... >
7. Jongen (4) raakt ernstig gewond door luchtbuks... >
8. NS voert 'saldoloos' reizen openbaar vervoer la... >
9. Grosjean raakt zesde plaats in Italië kwijt door di... >
10. Talent Norris (18) volgt Vandoorne na dit seizo... >

**Meer nieuws >**

**FLETCHER HOTELS**

**Boek nu**

Al meer dan 8 jaar dé beste hotel keten

**NU.nl nieuwsbrief**

# Excluding an audience

- User visits Weekendjeweg.nl several times before they book with the credit on the giftcard
- Instead of visiting the site directly they use Google paid search
- Resulting in a lower transaction margin (double commision)



# Audience Giftcard visitor excluded (cross device)



Uitsluitingen

[+ UITSLUITINGEN](#) [Verwijderen](#)

<input type="checkbox"/>	<input type="checkbox"/>	Doelgroep	Toegevoegd aan	Niveau
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">WW - Aanbiedingen</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Cadeau</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Hotel - Mystery</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">WW - Lastminute</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Branded - Weekendje Weg</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">WW - Weekeindje Weg</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Acties</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Location Targeting: Germany</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Branded - Bookit</a>	Campagne
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Weekendjeweg - Giftcard saldo check	<a href="#">Geografie   Provincie   Noord-Brabant</a>	Campagne

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7% decrease in paid traffic vs. direct traffic

# Today | Insights in a customer journey

Visitors need several sessions - in a period of 21 days - before making a holiday booking.

What are the benefits of the artificial intelligence & personalisation in:

- CTR and conversion increase (onsite and email)
- Cost structure of online media optimisation (offsite)

# Copy of presentation?

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