

Global Airline Carrier

Building propensity models to better serve travelers



BACKGROUND

The airline has a very popular loyalty program and flies to many international destinations across every continent. They wanted to run advertising campaigns to promote specific flight routes, as well as build audiences to target travelers who were most likely to purchase tickets to each route. They decided to use Syntasa to build propensity models and predict potential flight routes for each individual traveler.

CHALLENGE

The airline wanted to serve more relevant personalized retargeting ads to their visitors. They looked to build an audience that showed interest in buying tickets for specific routes. The airline leveraged the power of propensity models to match present personalized offers based on visitors' interests.

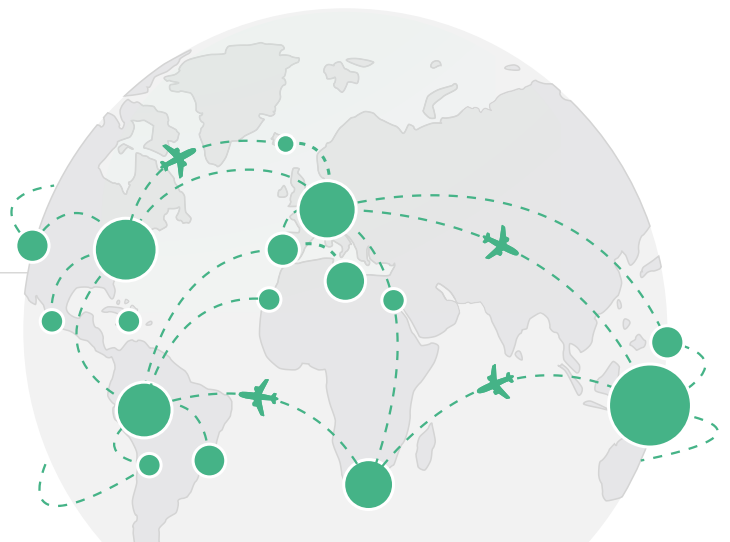
The airline also recognized the need to use the behavioral data from their website and apps to generate the most accurate predictions that would drive the most value. They needed to unlock the value from within Adobe Analytics and required streamlined methods to build and deploy models. They also needed a reliable production data pipeline to accomplish their retargeting efforts on a repeatable ongoing basis.

A specific data challenge the organization faced involved their usage of a frequent flyer ID within Adobe Analytics. Prior to the organization's relationship with Syntasa, the carrier was not able to associate a traveler's frequent flyer ID with their Adobe ID, and since records within Adobe Analytics cannot be retroactively annotated, their frequent flyer ID remained unpopulated for historical data. This meant that the airline could not combine their historical frequent flyer data with their most recent visitor data to identify those most likely to book another trip with the airline. It also prevented them to create personalized offers to encourage none frequent flyers to join.



27 International Destinations in

- Africa
- Americas
- Asia
- Europe
- Oceania



/// Case Study



Predicting the propensity of travelers to fly specific routes (San Francisco > Los Angeles / Dallas > New York)

SOLUTION

The initial work focused on synthesizing the necessary data. The carrier started by processing their historical Adobe Analytics data and is now automatically ingesting new data on a continual basis. They then used Syntasa's ID Graph to join each visitor's online behavior with 100s of customer profile fields from loyalty and CRM systems.

Next, Syntasa collaborated with the airline's team to build four initial models for the organization. These models predicted the propensity of travelers to fly a specific route. Syntasa took the lead in building models for routes to San Francisco and Los Angeles. And the airline's data science team leveraged that work to build models for routes to Dallas and New York.

The final piece of the puzzle was configuring the capability to activate their models to promote these flights to their targeted audiences. They used Syntasa's Adobe Audience Manager (AAM) App to automatically push the audiences they built with their model results into AAM for use in retargeting advertising campaigns.

RESULTS

Building on the work their data science team had already completed, the airline's analytics team then built models for ten additional destinations. The team was able to configure and tweak parameters to run and score each model, and push the scores into AAM. They are currently at a stage where they are able to productionize each additional destination within one week's time.

FUTURE

As the airline continues to build new audiences, they would like to use their propensity models to target individuals in new countries and regions across the globe. Models like these will allow them to see how likely an individual will travel to a specific location, determine travel habits, and determine whether a traveler would be interested in flying for business or leisure.

The airline would also like to explore recommendation models in order to offer personalized recommendations based on the purchasing habits of a customer. For example, once a customer purchases a flight, the airline would like to recommend deals on hotels and rental cars within a given location and help provide the customer with a personalized travel experience.