



Mind the gap.

Empowering travel businesses to minimise their revenue gaps, and realise the huge opportunity that lies within their customer data sets.

Discover the
power of your
data. Discover
the value of
your **travellers.**



YOU HAVE REACHED YOUR DESTINATION.

Travel is undoubtedly one of the fastest growing industries.

Latest figures reveal a global economic contribution of a whopping **\$8.2 trillion reached in 2017**, and the number of individuals exploring the world continues to grow.

1.73B

CUSTOMERS TRAVEL BY AIR, EVERY SINGLE DAY.

A combination of factors, including game-changing **innovation**, the **rise of digital**, and growing **consumer demands**, have all contributed to the upsurge of the travel sector.

The digital evolution has awoken the sharing of experiences. How consumers exchange ideas, memories, interests and opinion has exploded into their pockets - literally - allowing instant access to travel news, research and the ability to purchase on the go.

Travel is high on the consumer agenda.

It's a personal affair.

With strict regulations around providing personal data in order to travel the world, the opportunity for marketers to offer exceptional on-and-off-line experiences has never been more apparent.

Digital has upped the competition.

THE FOCUS IS DATA.

75%.

OF TRAVEL AGENTS HAVE INVESTED MORE TO UNDERSTAND THEIR DATA.

The travel sector provides a fast and efficient service, packed with **premium content** across multiple devices, whilst offering an array of **assets and products**.

And, with **personalisation** being such a hot topic for travel operators across the globe, the increased focus on **machine learning and AI** (artificial intelligence) has reached new levels.

Tech giants such as **Google, Apple Inc.,** and **Amazon** are all heavily enforcing **technology and software** into the consumer market at ground-breaking speeds, taking the virtual travel experiences to new heights.

Think **mobile**. Consumers have immediate access to travel offers and news, with the ability to **click and complete** at any given point.

So, what does this all mean? Essentially, **customer experiences will drive loyalty**, meaning greater trust between consumer and brand.

And that means **greater expectation** and focus on **customer data**.



The travelling customer.

Lets take a look at the travel enthusiast.

Travel consumers interact with your brand through more than one channel. A data driven approach results in a more personalised experience and savings across marketing spend.

Personalised



Use Existing Customer Data

Consumer discloses valuable information during booking process (e.g. age, gender, address)
 >> Target ads based on age range, families etc.



Personalise Your Brand's Website

Consumer visits website and shows particular interest in a specific trip
 >> Tailor content to target this trip



Niche Purchasers

Consumer only books cruises.
 >> Serve them cruise ads only



Consider Price Point

Consumer books economy flights & budget holidays.
 >> Consider price sensitive ads

Savings & value



Customers receiving emails

Consumer opens email and clicks on a specific holiday that interests them.
 >> Retarget them in other channels



Value of the data

Consumer books trip suitable for car hire
 >> Opportunity to sell data and collaborate with car hire vendor



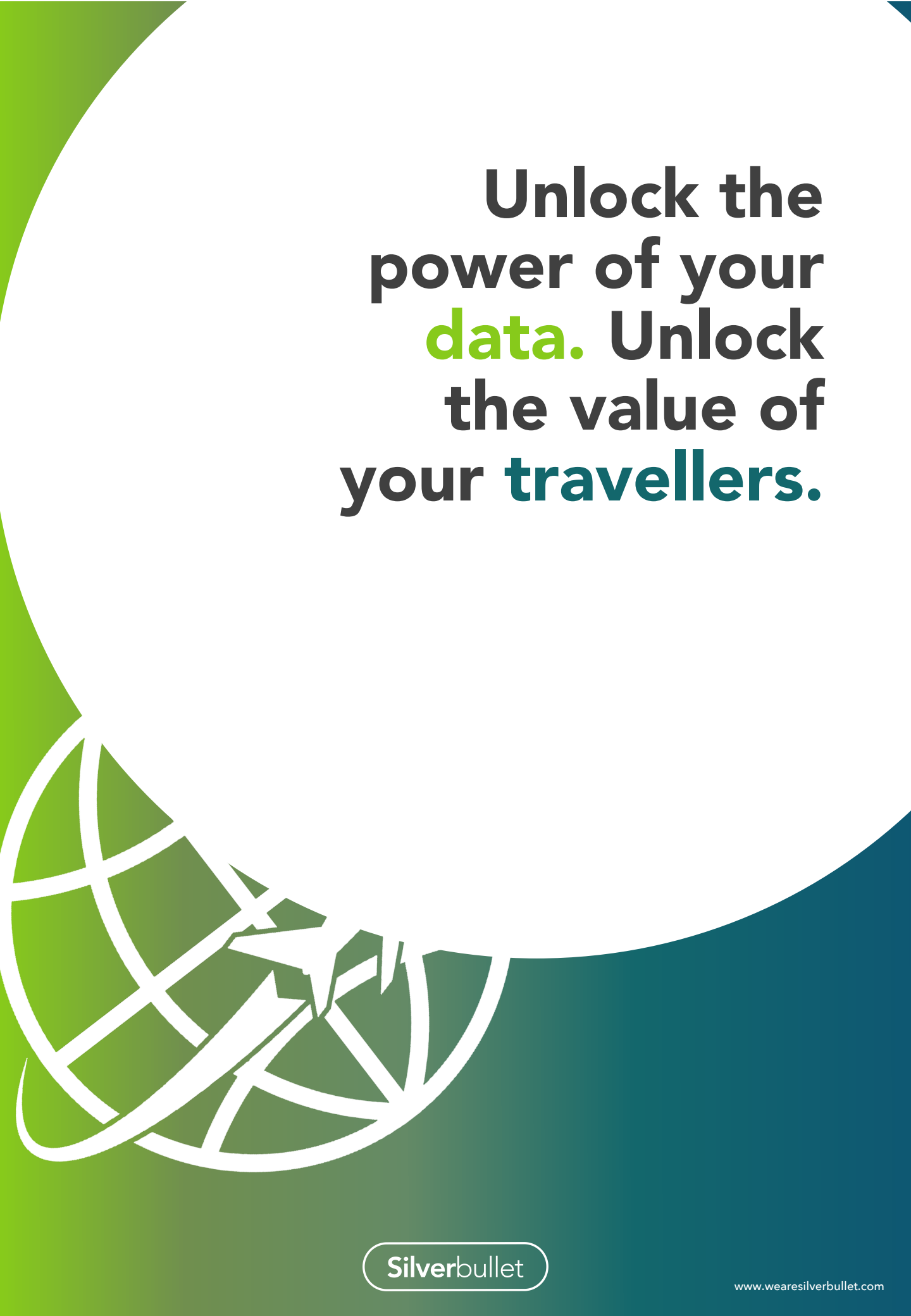
Booking trends

Consumers always books last minute.
 >> Target ads just prior to departure date



Multi-channel access

Consumer views the trip on mobile, and then desktop.
 Consider capping marketing across the devices to save spend



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Silverbullet

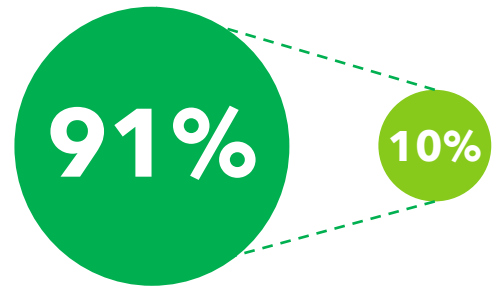
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Introducing the DataTech services sector.

Today, businesses are searching for a solution to help them make sense of their data stacks.

The two hottest technologies swirling around the industry right now, are **Data Management Platforms** (DMPs) and **Customer Data Platforms** (CDPs). Each promise to safely collect and activate customer data across multiple marketing channels, at any given time or place.

Yet, despite **91% of advertisers** planning to adopt them by the end of 2019, less than **10%** have implemented them to date.



Businesses of all shapes and sizes require the support of **DataTech services**: a team of experts who can analyse and implement the right DMP and/or CDP solution for them.

DataTech services have helped Gaming, Broadcasters and Telco's move to the forefront of the DMP landscape. We are helping the Travel sector arrive there too.

A LOOK BEHIND THE TRAVEL SCENES

We took a quick look at **40 global travel** companies to see who's doing what with their data and technology landscapes:

3

Only 3 of the leading travel companies we explored, are using a DMP.
Get ahead of the game for that competitive edge

On average, **7.9** ad platforms and **3.5** tag management tools are being utilised. This demonstrates a wide range of tech platform usage within the travel sector.
What's the right strategy for success?

7.9

50%

Interestingly, only an average of **50%** of travel organisations use a social media application such as **Facebook Connect**.



With Instagram and Facebook advertising being sited as an essential channel for the travel sector, is there scope for travel brands to use their data more effectively? Interestingly, Instagram claims **80% of its 800 Million users** follow at least one travel company.

Should travel operators be focusing more on their customers behaviours?

The travel opportunity.

The challenge:

The task of capturing, housing and transforming data requires collaboration between internal teams, vendors, as well as the focused application of expertise and skill.

Most travel business will resort to using a DMP or CDP to help.

However, we predict that around **half of CMO's** lack in-house skills to get the value out of their data.

The vision:

Travel companies, like all businesses, need a **strategic approach** that allows them to harness, model and grow their customer data.

They have scale; they have the product; they have regular customers using loyalty logins across multiple devices, in multiple regions; they provide services; they acquire new customers regularly; *and* they have the ability to drive customer retention.

A well-designed data platform will allow travel agents and tour operators to pull together these individual components to effectively **engage with their customer**: offering products, services and content they want from the organisation they trust.

Silverbullet & The Travel Industry

Silverbullet have worked some of the top-tier travel clients across the globe, showcasing unparalleled services with proven results.



Our Use Cases:

Optimising Ad Spend:

Ability to use data to understand existing customers and suppress advertising when appropriate to maximise ad spend.

2nd Party Data Sharing:

Share data with selected partners (hotels, travel insurance providers, car rental firms) on a 1:1 basis to generate new revenue streams or to further power existing campaigns

Targeting users based on their travel experiences:

e.g. showing ski banners when it's the ski season; targeting users who took a beach holiday the previous year with relevant creative etc

Site Optimisation:

Use data to display the most relevant content to a user's interests when they visit your website (e.g. the last banner they clicked on, or the last holiday that they took etc)

Exclusive offers for High Value Customers:

Segment high value customers to be able to provide them unique content, offers or promotions

PROVEN WORK:

SB PARTNERSHIP WITH ERNEST



Ernest objective

Ernest, an Italian Airline, wanted deeper knowledge of their current data set up, as well as industry insights into the travel sector, to help them gain a competitive edge. Inline with their business strategy, they wanted to focus on:

- The need for personalisation to the website, to improve user engagement and experiences
- The ability to deliver personalised ads and promotional materials according to the user's current interests and purchase history
- To orchestrate a data driven communications strategy across all channels - utilising their invested DMP to complete a full martech stack

Why SBDS?

Ernest wanted a trusted partner with strong knowledge of the technology they have chosen for data activation.

They needed dedicated expertise to take care of all implementation activities, including the integration within the martech and adtech stacks.

Lastly, they needed a partner who could advise them on data activation processes, from the data strategy design to the data-driven campaign setup.

They chose Silverbullet.

Silverbullet launch phase:

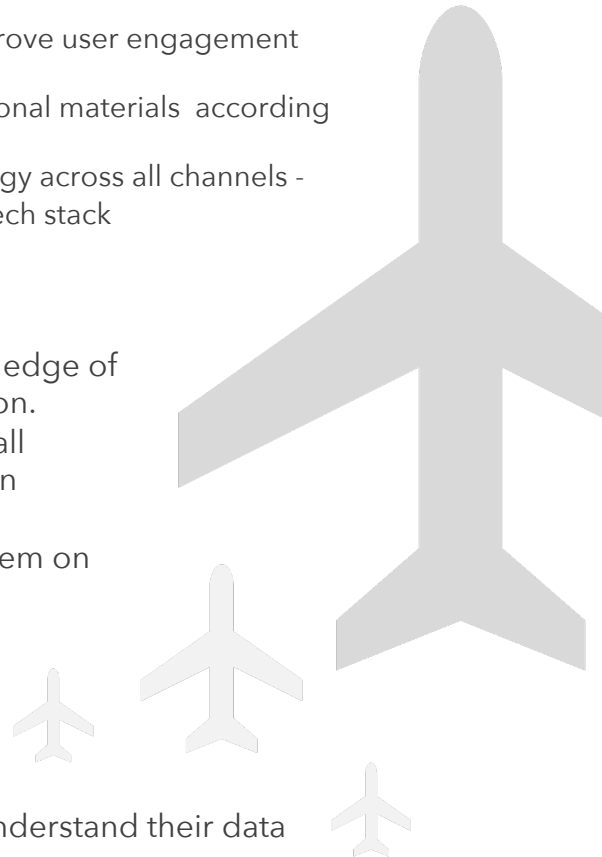
Silverbullet spent time with the airline's team to understand their data assets. In doing so, they were able to kick start:

- Client data discovery
- Platform setup and configuration
- Tech integrations with input channels and execution platforms
- Website navigation data ingestion - (to have all flight search and booking activities in the DMP)
- Define and build a data taxonomy to manage all available data, efficiently

Future plans:

Implementation: Silverbullet are working currently on offline data onboarding, including historical booking data

Strategic services: Silverbullet are working together with Ernest's media agency to define the use cases, in order to go live with a series of data-driven campaigns





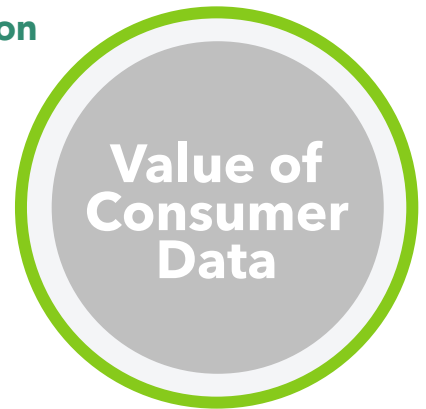
**Unlock the
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and **technology**.
Introducing
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Silverbullet supports businesses in the extraction of value from their consumer data. How?

- Removing data silos from organisations - all company's data, de-duplicated and structured in a single location
- Activating organisations unique data sets to power online marketing campaigns
- Overlaying 1st, 2nd and 3rd party data sets easily to ensure the right message is delivered to the right user at the right time
- Growing client base by targeting those users who share the same data profile as key customers.



We see and hear the lack of confidence clients have around how they can utilise their consumer data in the most effective way. We want to change that.

At Silverbullet, we deliver client success in three core areas:



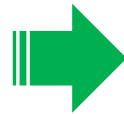
Empower

Data Ecosystem
Exploration
Data Health Check
Data Roadmap Planning



Build

Data Platform
Deployments
Internal/External
Platform Integrations
Change Management



Achieve

Strategic Services
Data Monetisation
Customer Journey
Optimisation

Let's get started.

Talk to our team of **DataTech experts** to see how you can realise the potential of your customer data. With a team of **highly skilled**, no-nonsense fixers, we have both proficiency across a multitude of technologies and infrastructures, as well as deep expertise across all core industry verticals.



Tim Beard,
Managing Partner, APAC

Within our core team, Tim Beard who runs our APAC operations in Melbourne, holds invaluable experience within the travel sector. Having founded and ran a travel tour company in London, back in 2004, Tim understands the travel sector in great detail. From 2013, Tim joined Peak DMC, the worlds largest B2B global management service company within the leisure, travel and tourism sector, before continuing his career within the DataTech services sector.

For any queries regarding how Silverbullet can help your travel business, contact

Tim at tim.beard@wearesilverbullet.com

For any general enquiries, we'd love to hear from you.

Get in touch via info@sbdwearesilverbullet.com



**Thank
you.**