

HOW TO INCREASE
THE TURNOVER IN
YOUR CUSTOMER
SEGMENT?

+30%

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CONTEXT



Locasun is an online travel agency specialized in campsites and holiday rentals with more than 15 years of experience in the sector. Its team consists of 30 employees spread over France and Spain.

Their mission? To make it easier for their customers to find rentals and campsites, guaranteeing the best possible service and an optimal quality/price ratio.

LOCASUN
IS...



+ 100,000
PROPERTIES IN EUROPE

THE **BEST PRICES**
ALL YEAR ROUND



+ 45,000
BOOKINGS PER YEAR



+ 250,000
SATISFIED CUSTOMERS EVERY



Eulerian is a SaaS editor (a software distribution model in which the hosting is managed on remote servers) that offers technological solutions that enable marketers to optimize their marketing operations in real time to achieve a greater growth.

This optimization, directly linked to actions in the **Customer Journey**, is possible thanks to a **Customer Data Platform**.

Splio is an editor of Customer Experience Management (CEM) solutions dedicated to marketing and sales force. This editor focuses on all retail related issues: omni-channel customer journey, real-time marketing actions, and loyalty programs to build their CEM solutions, with specific functionalities based on native, people-based data architecture.

The SPLIO logo consists of the word "SPLIO" in a bold, blue, uppercase sans-serif font, with the letter "O" replaced by a multi-colored circle.

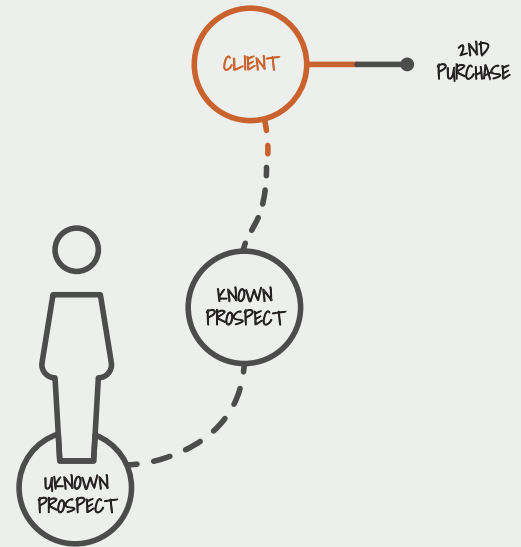
THE CUSTOMER JOURNEY

What is the Customer Journey?

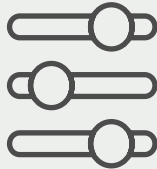
The **Customer Journey**, is nothing but **all the points of interaction** between the brand and the customer.

How did they get to the website? What message or product description have they had any interactions with? What pages have they visited? What information have

they searched for? Etc. The Customer Journey data is available both online and offline (loyalty cards, call centers, etc.) allowing a **360° view** of the path to conversion.



Why is it important to take the Customer Journey into account?



CUSTOMIZE

The more personalized the journey, the more specific and effective the actions will be. The shorter the purchase cycle, the less expensive it will be for the brand.

Customization allows you to **optimize conversion rates** and **overall ROI**.



IDENTIFY

Identifying partners to generate satisfying results at each stage of the cycle is an effective way to increase **overall performance**.

FOCUS ON CUSTOMERS



Increase sales volume in the “customer” segment through customized campaigns

Locasun’s problem lies on the “customer” point of the journey, where the company seeks to generate a 2nd purchase.



How?

Personalizing travel offers according to the interests of the client!

In this use case, Locasun uses Eulerian’ **Customer Data Platform** (CDP) to customize its campaigns. This consists of 1 technology and 3 solutions.

1 TECHNOLOGY:



Collection

Traveller profile qualification

3 SOLUTIONS:



Segmentation

Segmentation of the opt-in CRM base (users who accept to receive newsletters) according to the affinity for a destination



Activation

Launch of personalized email campaigns via Splio



Attribution

Analysis of campaign performance to assess incremental performance

COLLECTION



Identification of customers who want to travel



Customers lie at the heart of any **people-based** marketing strategy. The collection allows us to group all the **interactions and data generated** around the user (Site-centric, Ad-centric, CRM-centric, i.e. loyalty card or similar).

The idea is to **identify** and **unify** the Customer Journey regardless of the device used or the customer's environment.

How does Locasun qualify an affinity for a destination?

When an active customer visits a product page of a rental, Locasun is able to **identify their interest** for a destination, as well as for the type of stay: luxury villa, apartment, campsite, etc.

Locasun is also able to **qualify the interaction** of the user with the product at an extremely fine level: type of rental equipment the customer is looking for, distance from the beach, etc.



SEGMENTATION



Audiences by destination & type of holiday

Thanks to **segmentation**, users with the **same navigation behavior** and types of interests can be grouped together.

The segmentation engine can be fed with **any type of data** (media, navigation, conversion or CRM).

Locasun is able to create **audiences based** on specific destinations (sub-segmenting by level: country, region, city) and segments by type of holiday (campsite, villa or others). For instance: "Trip to Spain" and a segment called Costa Brava/4-star Campsite.

How to detect hot prospects?

Identifying an affinity is good, but being able to qualify the level of commitment (or the real probability that the user will go on a trip) is even better!

Locasun can refine the segmentation identifying **the freshness and repetition** of users searches. And so, we will be able to identify how many times the user Mr. Smith has carried out a search for campsites in Catalonia in the last 21 days. If the signs for his desire to travel repeat frequently and are recent, we can assume that the probability of the user wanting to travel is high, and so identify Mr. Smith as a **hot prospect**.

Mr. Smith

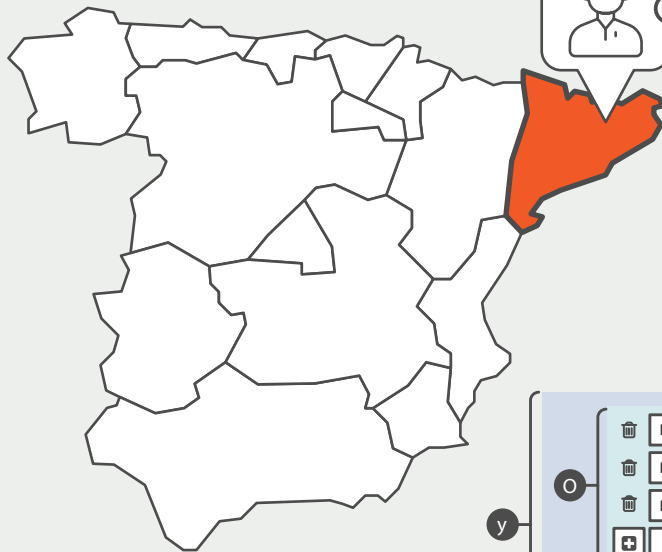


Diagram illustrating a data flow and configuration interface:


- A map of Spain with the Catalonia region highlighted in orange.
- A person icon labeled "Mr. Smith" is connected to a computer monitor.
- The computer monitor displays a search bar with the text "Costa Brava Campsite" and a magnifying glass icon.
- Below the map, a configuration panel (labeled "y") contains a list of parameters:

Parameter	Universe	Is	Value
Parameter transferred to EA_collector	universe	is	mercv
Parameter transferred to EA_collector	universe	is	camping
Parameter transferred to EA_collector	universe	is	houses

Below the list, there is a filter condition:

visit > seconds since last visit | value 21 | day

audience name: segment name: active:

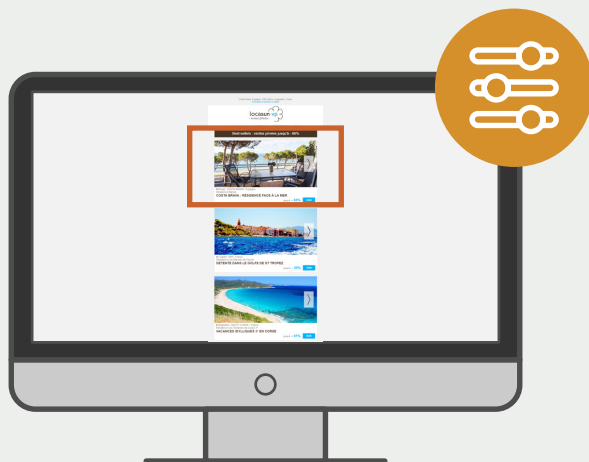
name	added population	outbound population	inbound population
 Visitors_Catalonia (progressive): 2	<input checked="" type="checkbox"/> <input type="button" value="+"/>		

Customized emails & SMS

For an audience such as “SPAIN > COSTA BRAVA > ACTIVE“, Locasun is able to carry out two types of campaigns:

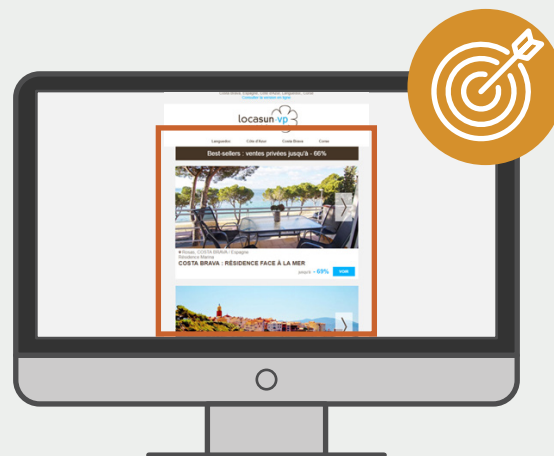
Customized campaigns

Only a part of the newsletter will display personalized offers



Specific campaigns

An exclusive email will be sent to promote adapted offers



As soon as the user enters (or exits) a segment, Eulerian alerts Splio, who is in charge of Locasun's email and push SMS campaigns.

This information can be provided:



In real time

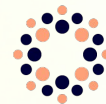
By server-to-server or javascript methods



Regularly

By sending an automated CSV file (batch) that will refresh and update the Splio segments

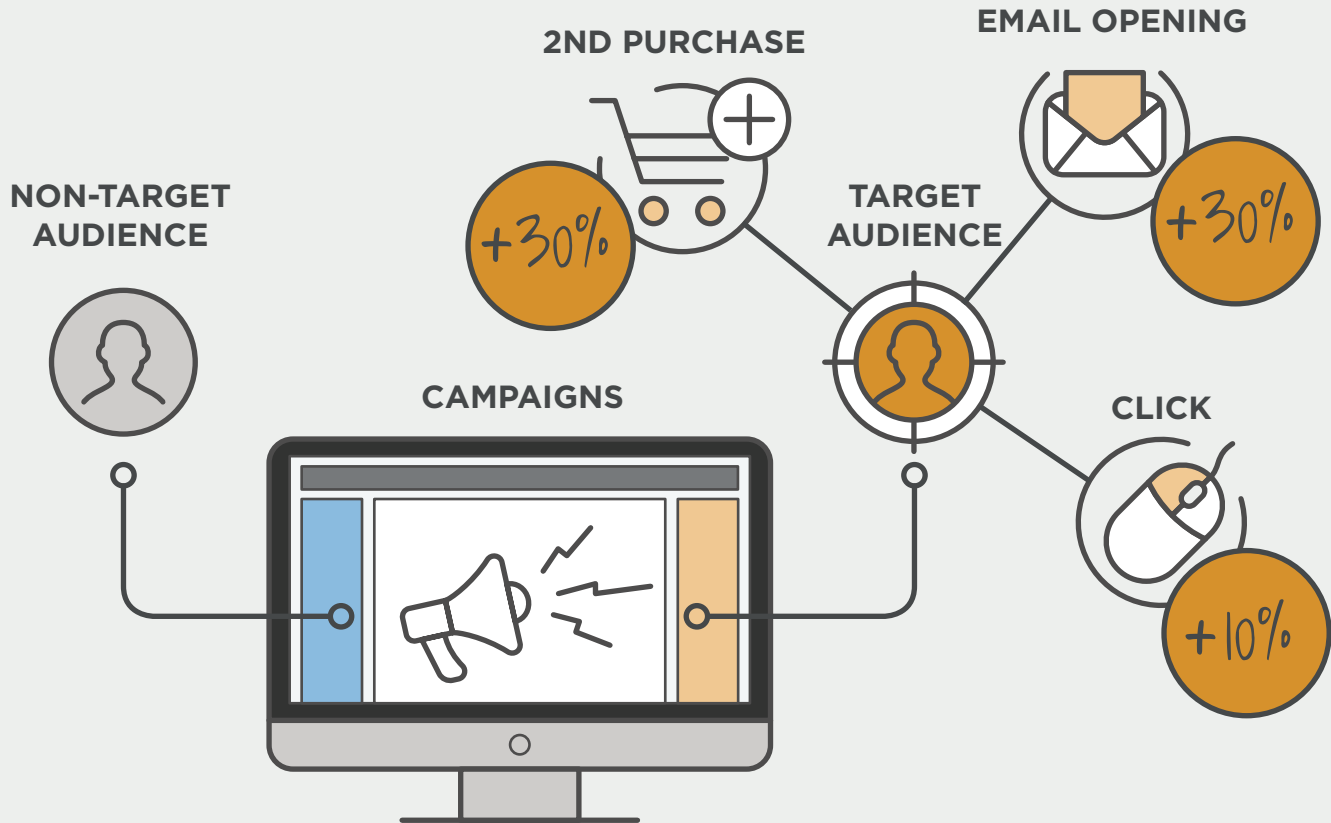
Splio is supplied with this information automatically thanks to a batch shared regularly, which saves Locasun a lot of precious time.



Analysis of actions performance

Thanks to an **attribution analysis**, Locasun has been able to compare the **performance of the campaigns** against the actions previously carried out without a precise targeting.

Thanks to the adapted metrics, the travel agency has been able to differentiate:



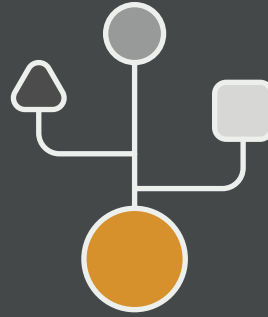
REQUIREMENTS FOR THE USE CASE TO WORK

Now you have all the cards in your hands to carry out this use case...
but here you have a **few jokers** to keep under your sleeve.



Work on your datalayer

The integration of a datalayer with the appropriate variables will allow you to qualify users and their interest in a specific destination and type of holiday.



Balance your segmentation

Find the right balance in terms of quality and quantity. When a segmentation is too precise, the target audience of a campaign might be too reduced, and so that campaign loses all its meaning. It is impossible to draw clear conclusions.



Manage media pressure

It is essential to define the frequency you wish to share your campaigns. Managing the capping is crucial so that the relationship with each of your customers can evolve properly.



Special thanks to Matthieu Georget
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