Personalising the Customer journey with a DMP

travel technology initiative

Relay42

About Relay42

2011
- Founded by Tomas Salfischberger (CEO) and Koen Bos (CTO)
- First employees hired

2012
- Launch of first closed beta
- First client: Thomas Cook
- First 5 partner technologies connected

2013
- First Global client: KLM
- Public launch of Relay42 platform and brand
- Selected by Gartner as global Marketing Tech Supplier

2014
- First German client: BMW
- International expansion to Germany

2015
- Opened London office
- Nomination Deloitte. Fast50 Rising star
- Substantial Series A investment

2016
- First French client
- Red Herring 100 Global winner
- Technology Fast 50 2016 THE NETHERLANDS Deloitte.

2017
- Digital Top 50 (by McKinsey, Google & Rocket Internet)
- Expansion to Singapore

Our Travel expertise

Our Vision

Connect every channel and technology

Orchestrate the dialogue across them

Own your data, technology designed for advertisers

Our DMP Solution
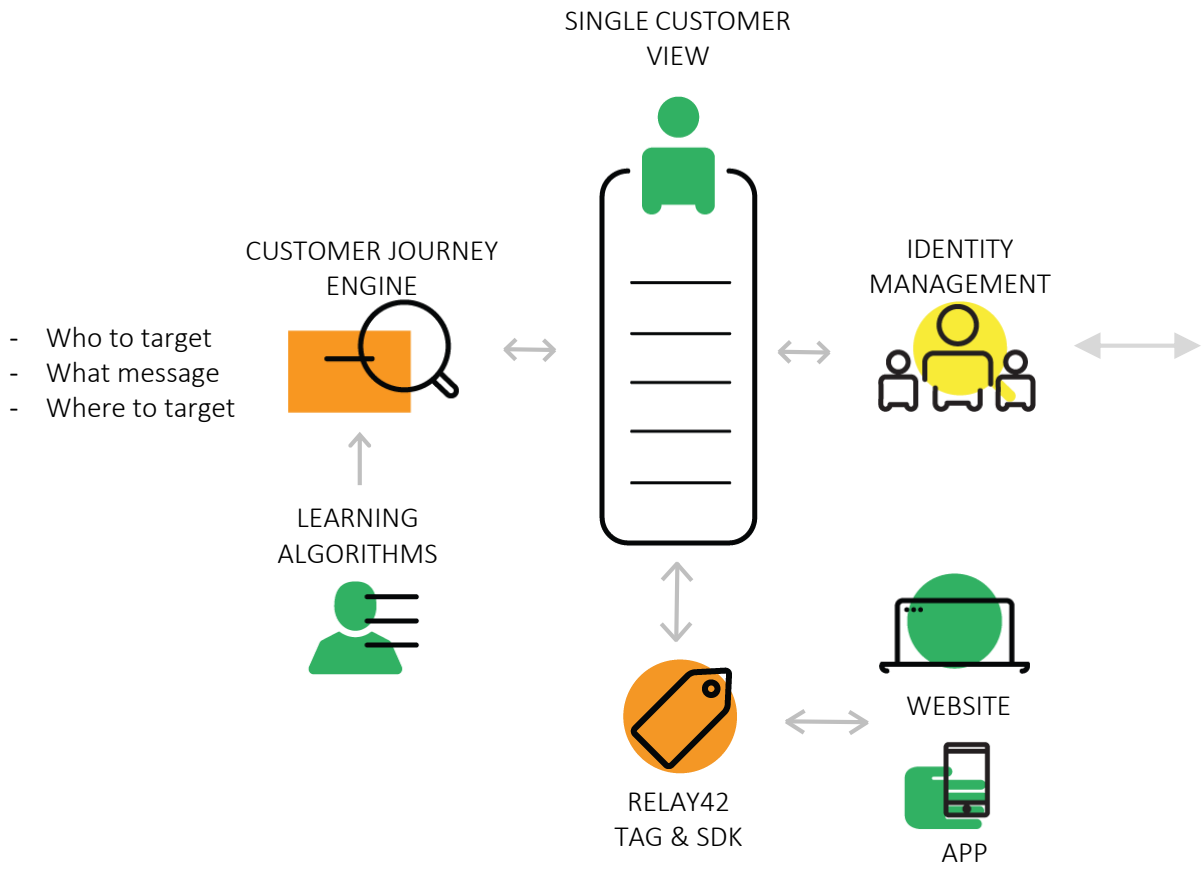
CUSTOMER JOURNEY ENGINE

- Who to target
- What message
- Where to target

LEARNING ALGORITHMS

SINGLE CUSTOMER VIEW

IDENTITY MANAGEMENT

RELAY42 TAG & SDK

WEBSITE

APP

CRM

CALL CENTRE

EMAIL

PROGRAMMATIC

SOCIAL

BEACON

SEARCH

DATA WAREHOUSE

POINT OF SALE

CHAT

ORACLE CRM ON DEMAND

Microsoft Dynamics

salesforce marketing cloud

Adobe

Uunica An IBM Company

AppNexus

TURN

DoubleClick by Google

MediaMath

Instagram

Facebook

inBeacon

Google AdWords

DoubleClick Search

hadoop

TERADATA

LiveRamp an acxiom company

WhatsApp

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Use case

Rachel's journey starts on mobile

Rachel dreams of going on a **city trip to New York**

She browses for flights in her trusted **airline mobile app**
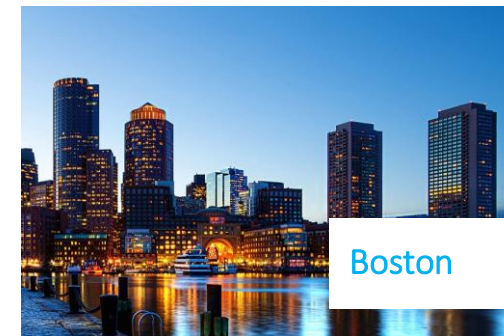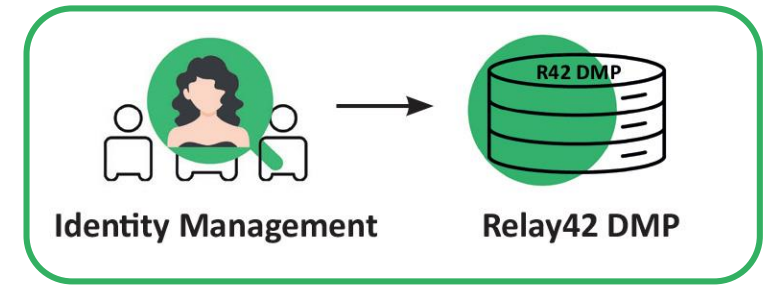
SDK starts capturing the **in-app interactions**

Personalised recommendations on Facebook

- The airline recognises Rachel and **synchronises its messaging accross channels**

- Rachel is targeted with **personalised recommendations on Facebook** for city breaks based on preferences, product revenue and margins

Identity Management → Relay42 DMP

New York

Miami

Boston

San Francisco

Using 2nd party data

Identity Management → Relay42 DMP ← Revenue and margin data

Rachel

skyscanner

R42 collector

R42 DMP

Relay42 dynamic content

Targeting

double click

The Telegraph

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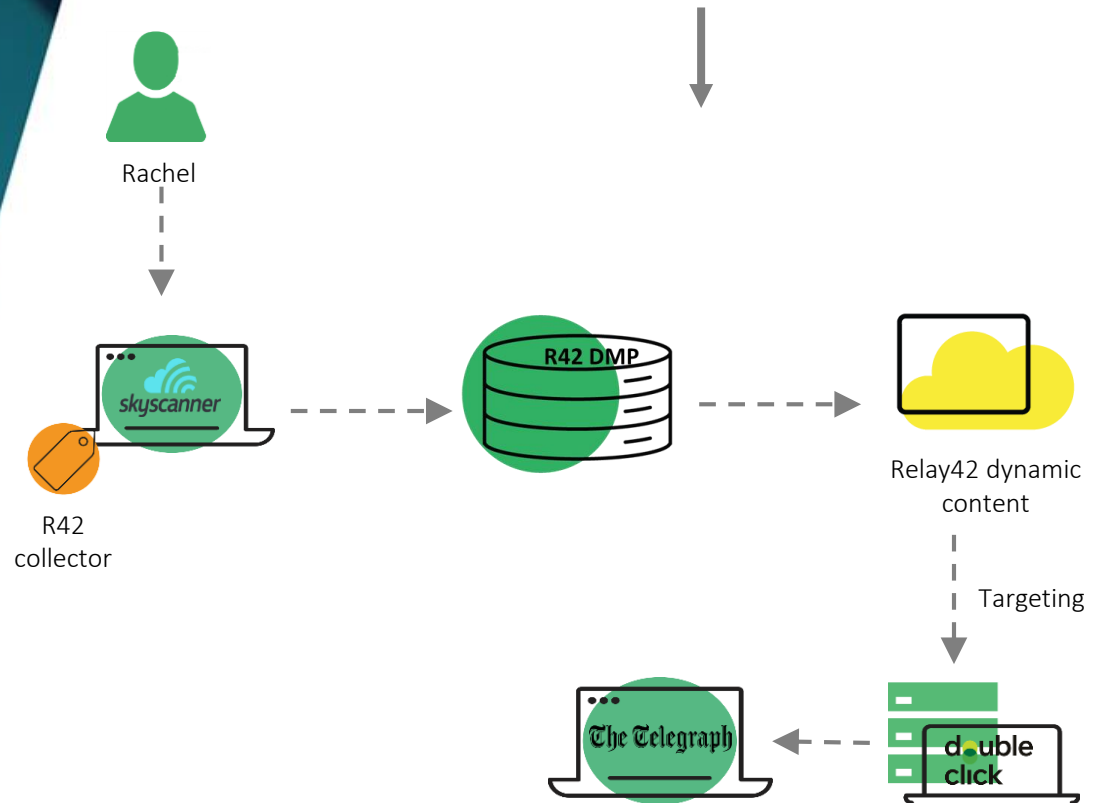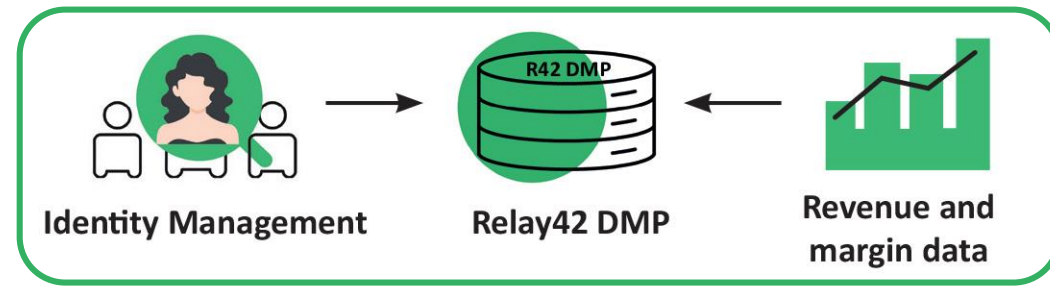
Choosing the right channel

Personalised omni-channel retargeting campaign

Personalised page for gold members
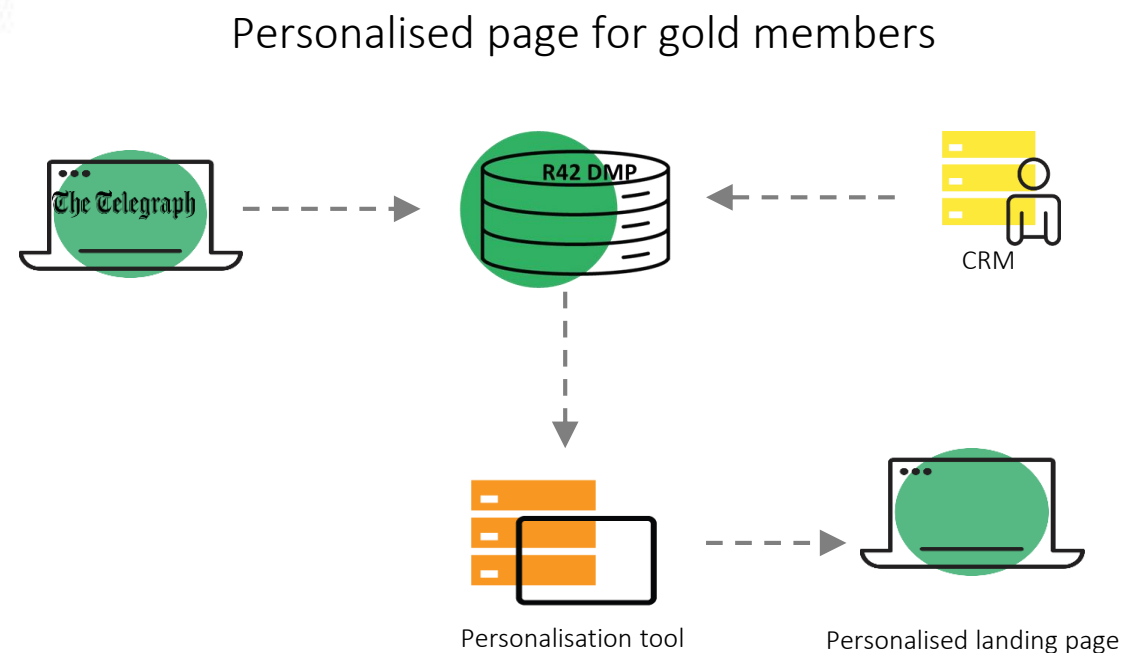
...Rachel starts booking but gets distracted and abandons her booking

Triggering urgency

3 seats left

Rachel is included in an 'abandoned booking' segment

An email is triggered with urgency message on seat-availability

Dear Rachel

3 seats left for New York

BOOK NOW

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Rachel books her flight

Ancillary Upsell

Beacons are triggered when Rachel is at the airport.

Rachel is targeted for a up-sell offer for Wi-Fi on the plane.

Customer
Case Study

Introducing Travix

vliegwinkel.nl

Vayama

Flugladen.de

BudgetAir

CheapTickets.nl

30 countries

2.5+ million passengers a year

50+ planes filled every day
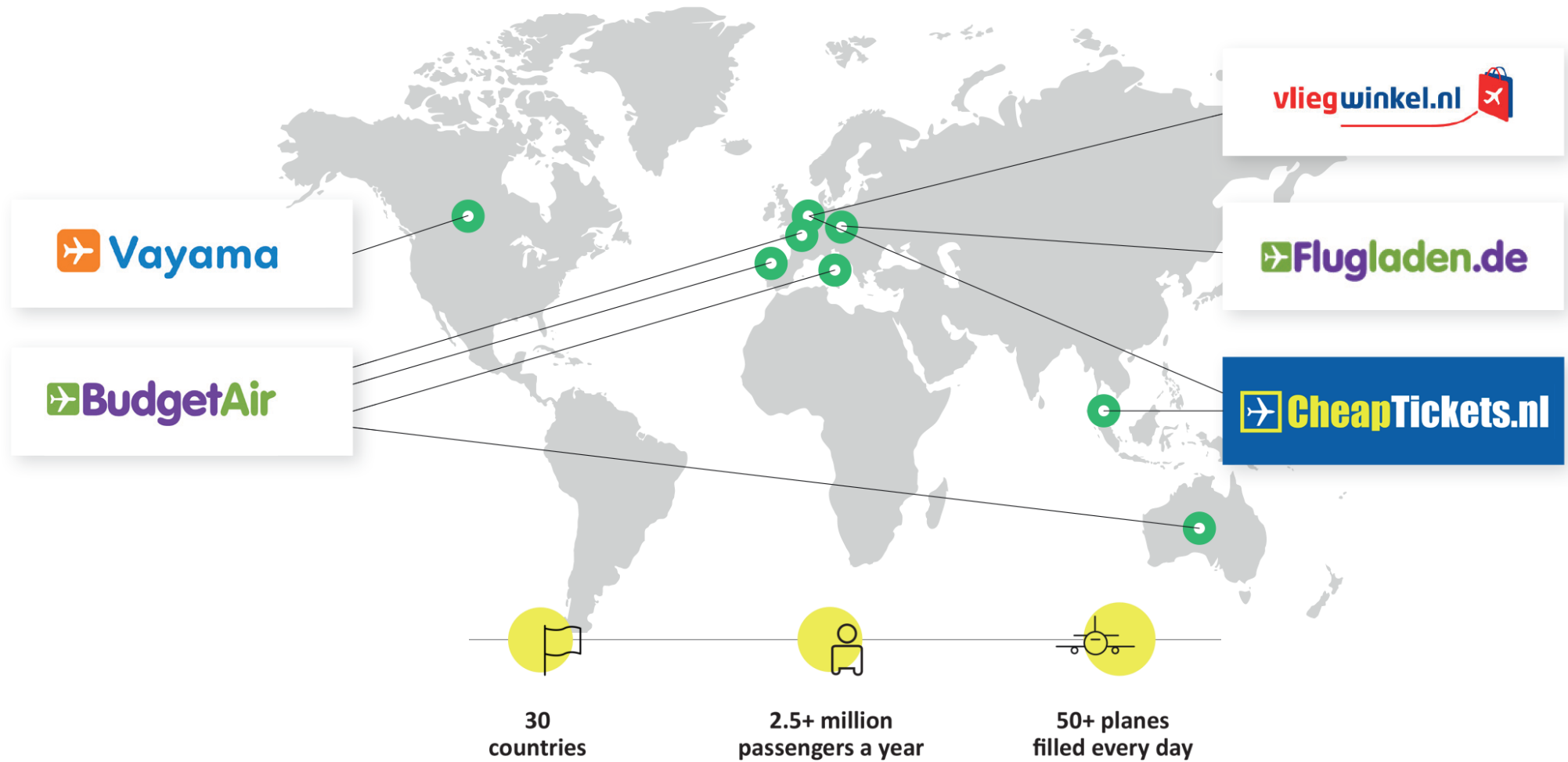
Goals & Objectives

- ✓ Reduce cost per acquisition (CPA)

- ✓ Improve customer experience

- ✓ Increase customer lifetime value

Challenge: right message, right person, right context

Challenge: right message, right person, right context

Manual and time consuming upload of any back-end data

Only able to personalise on-site based on current visit data

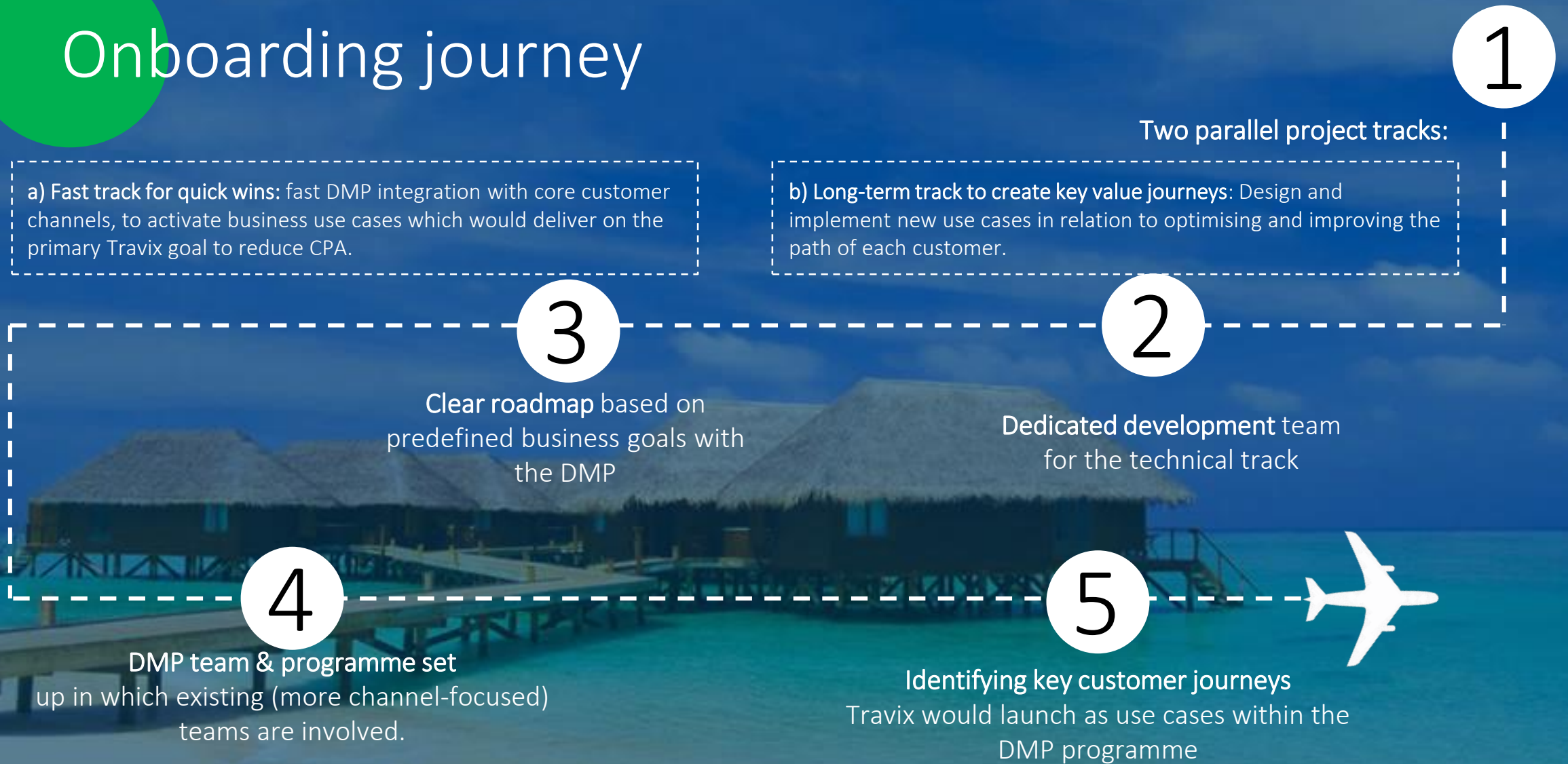Not able to recognise users across devices and platforms
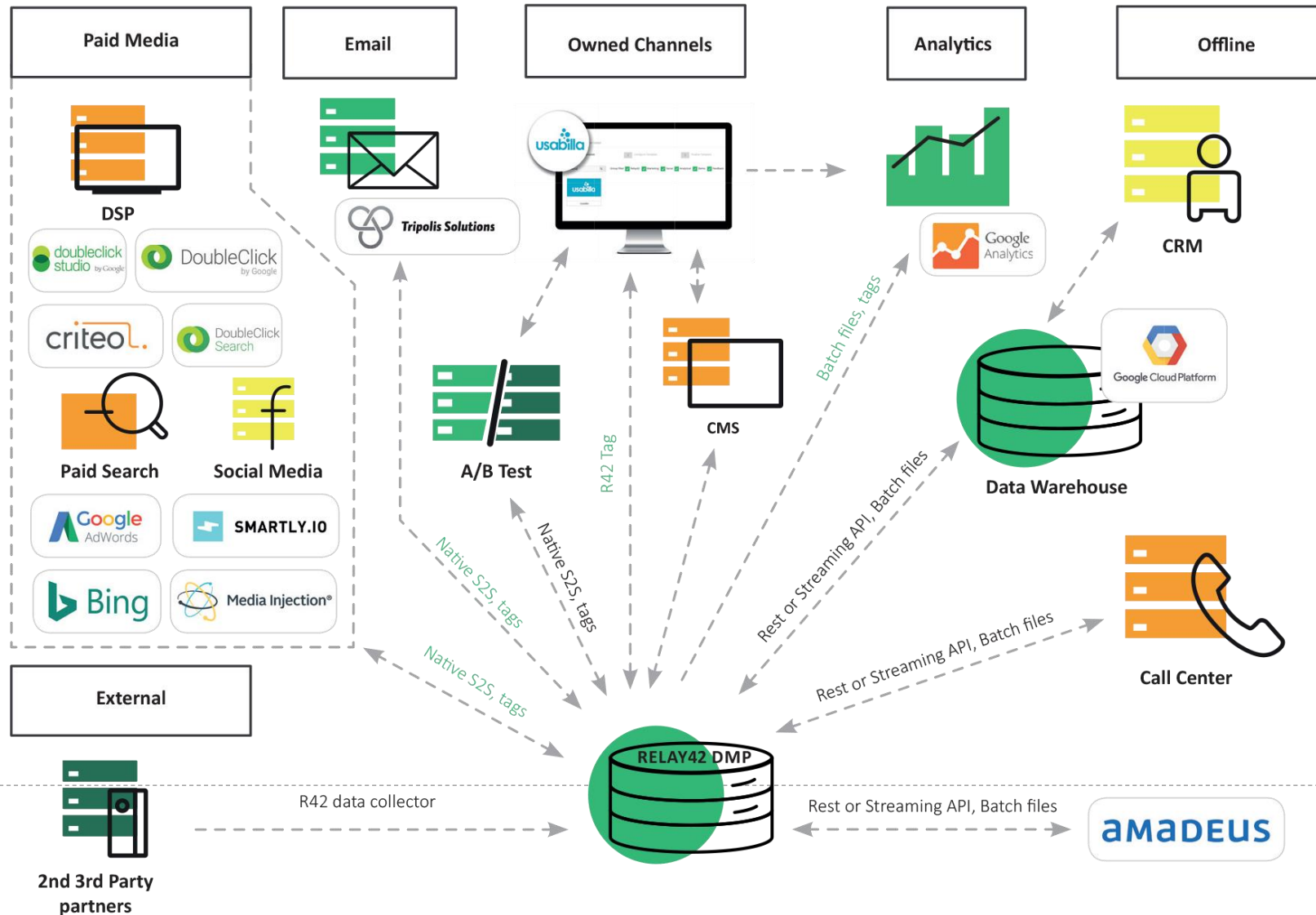
Not able to activate data across all channels

Difficult to spend media budget effectively

Onboarding journey

Two parallel project tracks:

a) **Fast track for quick wins**: fast DMP integration with core customer channels, to activate business use cases which would deliver on the primary Travix goal to reduce CPA.

b) **Long-term track to create key value journeys**: Design and implement new use cases in relation to optimising and improving the path of each customer.

3

Clear roadmap based on predefined business goals with the DMP

2

Dedicated development team for the technical track

4

DMP team & programme set up in which existing (more channel-focused) teams are involved.

5

Identifying key customer journeys
Travix would launch as use cases within the DMP programme

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Connecting with Travix's ecosystem

Our DMP works!

100% Conversion rate increase - within 2 weeks on selected audiences

700% Click to open rate increase - using owned and paid channels to save on media spend on selected audiences

26 days onboarding – connecting the Relay42 DMP with relevant channels and databases

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Why Relay42?

- **Plug & Play solution**: Activate your data, start fast & agile, integrates with existing ecosystems

- **Personalise your Customer Journeys**: guide your customers based on data

- **Strategic Travel Partner**: we apply our Travel expertise so you can deliver big results in your markets

- **Proven experience:** in scaling DMP with Leading Global brands