

Five Benefits of a Customer Data Platform for Travel & Hospitality

Every day the travel and hospitality industry caters to millions of customers who generate huge amounts of data. Learn how a Customer Data Platform (CDP) can turn customer data into a secret marketing weapon.

- 1. Tie customer actions together across touchpoints:** A CDP can unearth behavioral data to identify where in the customer journey a customer is and tie together touchpoints across different providers and devices.
- 2. Highlight the right amenities to the right customers before booking:** Some customers will only fly direct flights, while others are more concerned with the lowest price. These preferences live in the scores of customer data that travel companies have, but without a CDP, it can be difficult to turn this information into an actionable insight that marketers can use.
- 3. Integrate upgrades and offers that customers are most likely to purchase during and after the booking process:** The buying cycle doesn't end once the reservation is made. Once a trip is booked, the real excitement begins for the traveler, as does the opportunity for you to offer additional value-adds that you know the customer is most interested in.
- 4. Tie together a single view of the customer across multiple properties:** A CDP unlocked the huge opportunity to share customer data across brands and properties. Create a unified view of the customer and utilize the information about how they interact with other related brands to make smarter marketing decisions.
- 5. Stay top-of-mind with customers between stays:** Using a CDP, travel and hospitality companies can highlight the amenities the guest used during their last trip and send personalized post-trip communications. The cycle then begins again and marketers are able quickly make data-driven decisions on the offers, amenities, properties and routes they should promote to each customer increase conversions.

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