

An aerial photograph of a white commercial airplane on a grey runway. The word 'DATA' is cast as a large, dark shadow on the tarmac, extending from the nose of the plane. Two bright yellow lines converge at the nose of the plane, suggesting a path or focus. The background shows the runway's grid lines and a small rectangular object on the ground.

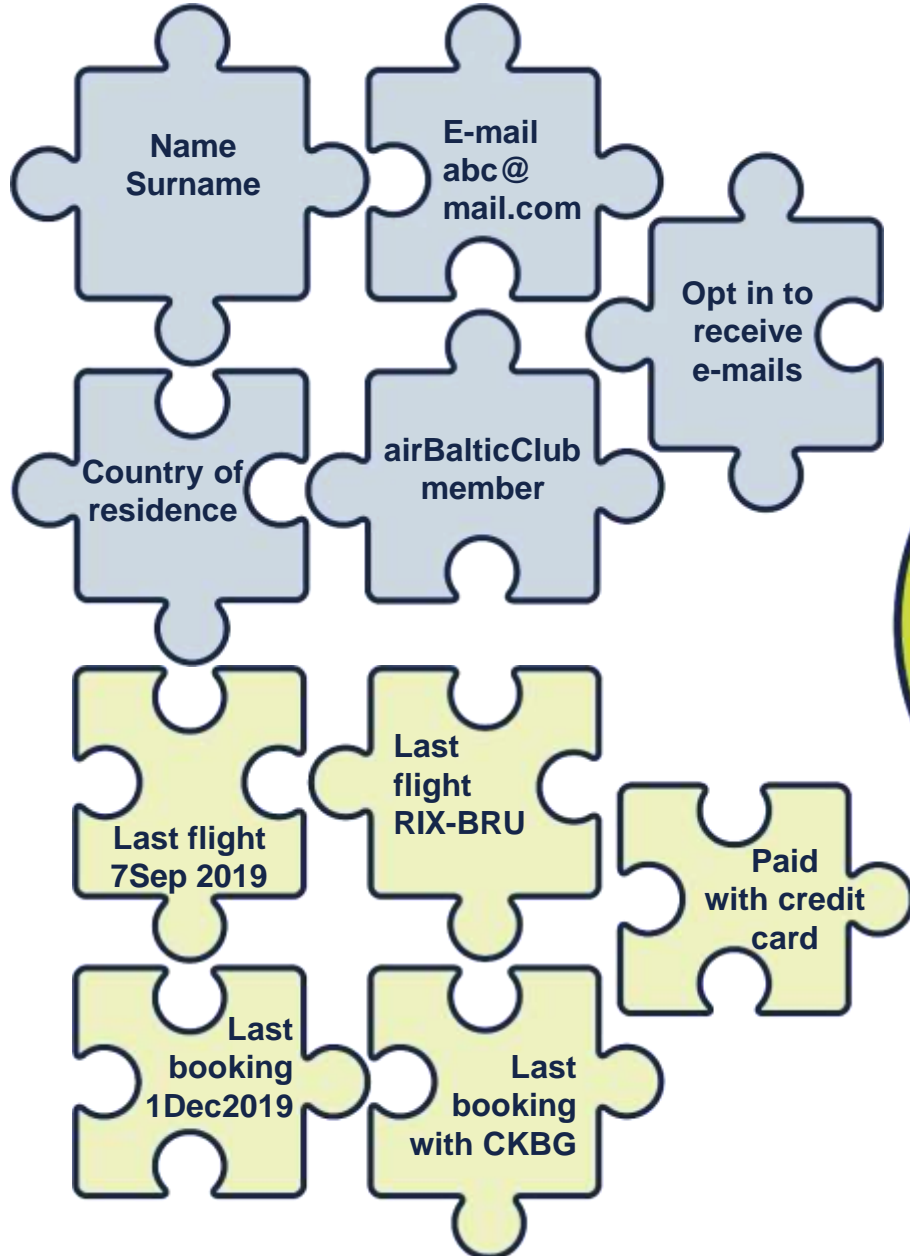
BIG DATA IN DIGITAL MARKETING

VP e-Commerce and
Commercial distribution of airBaltic

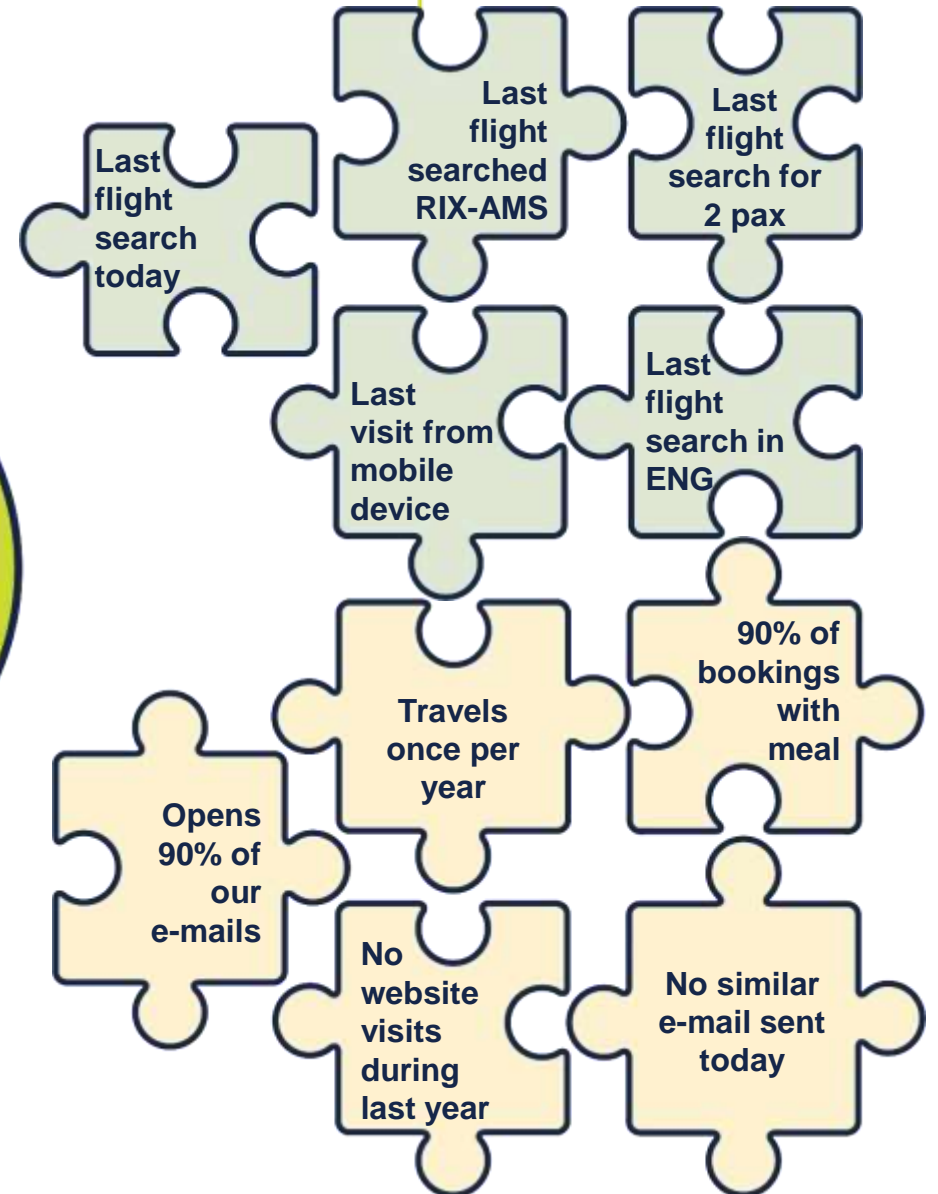
Jolanta Rema

March 12, 2020

WHAT KIND OF DATA WE HAVE?

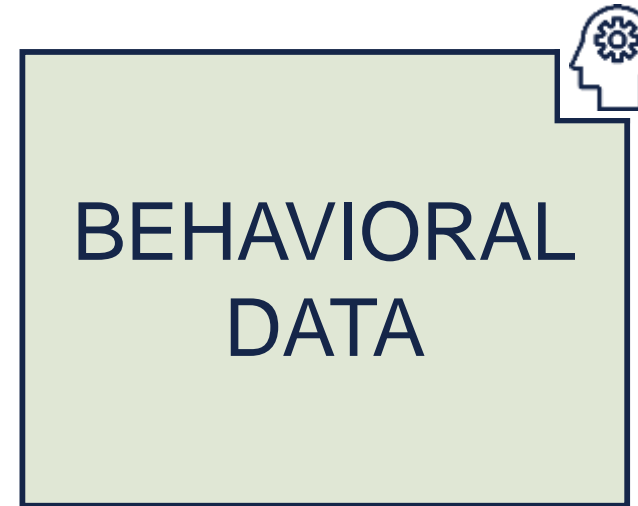


airBaltic



4 DATA SETS

airBaltic



**69,23% OF RETAIL
SHOPPING CARTS
ARE ABANDONED***

REASONS WHY SHOPPING CARTS ARE ABANDONED

airBaltic

→ Total price too high

→ Slow website

→ Complex checkout



→ Willingness to compare

→ Lack of visual proof of trust

→ External factors

**UP TO 10% OF USERS
RETURN TO THEIR
ABANDONED CARTS
AFTER AN E-MAIL
HAS BEEN SENT***

THIS IS WHAT WE DID

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CUSTOMER
DATA



BEHAVIORAL
DATA



PURCHASE
DATA



STATISTICAL
DATA

E-mail
abc@mail.com

Opt in to
receive
e-mails

Last flight
search
today

Last flight
search
in ENG

Last flight
search
for 2 pax

Last flight
searched
RIX-AMS

Last
booking
1Dec2019

No similar
e-mail
Sent
today

SHOPPING CART ABANDONMENT E-MAILS

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Stockholm
is waiting for you!

airBaltic

24H after
flight search



You seem to have left off in the middle of a flight booking.

Here's the flight you were looking at on our website. If you would like to complete the booking, follow the link below.

RIX

Riga



ARN

Stockholm

Complete booking

The number of seats is limited.

airBaltic

7 DAYS after
flight search



Stockholm? Why not!

A getaway is always a good idea. Use the handy calendar on our website to find the lowest prices and book flights now, as the best offers are always snapped up fast.

RIX

Riga



ARN

Stockholm

View calendar

EVERYONE HATES SUCH E-MAILS

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OPT IN

OPT OUT

→ Unsubscribe rate 0,14%

CAMPAIGN RESULTS

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	24 hours	7 days	Average 2019
Open rate*	45,17%	43,57%	15,63%
Click through rate*	8,22%	12,41%	1,88%
Conversion rate**	8,13%	1,98%	2,10%

* Mailchimp

** Google Analytics Goal

CREATE YOUR CAMPAIGN

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→ Click through rate of 12.41% is not a ceiling!

CAMPAIGN RESULTS CAN SURPRISE

airBaltic



→ 21,4% mobile bookings (+84% YoY)*

NORMAL PURCHASE LIFECYCLE*

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TRIGGERS

MORE OFFERS THAN EVER BEFORE

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→ Airline websites → Meta Search Engines → Online Travel Agencies

NEXT BEST OFFER

RECOMMENDATION ENGINE CORNER STONES

→ Cross-channel support,
covers all touchpoints

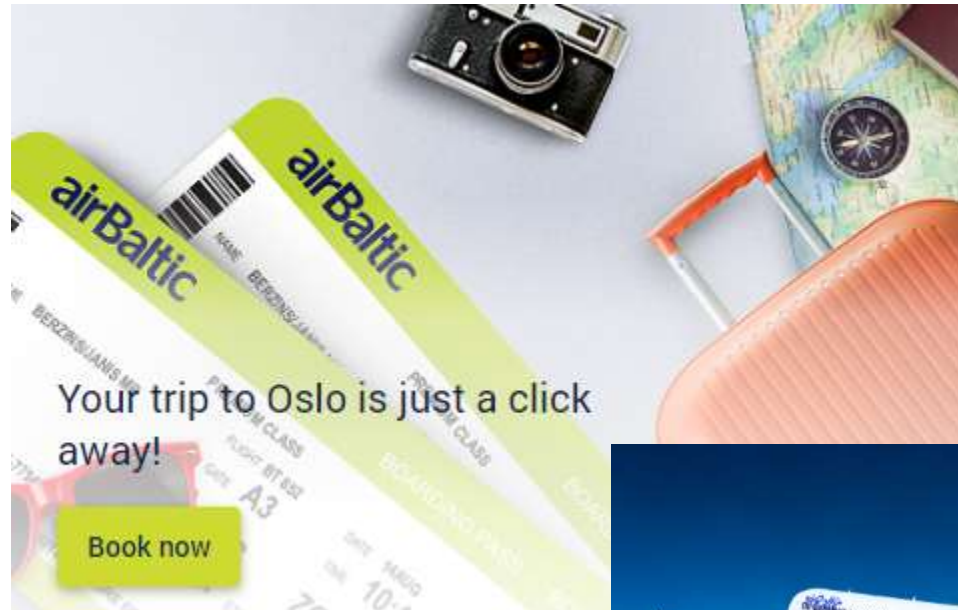
Website

E-mail

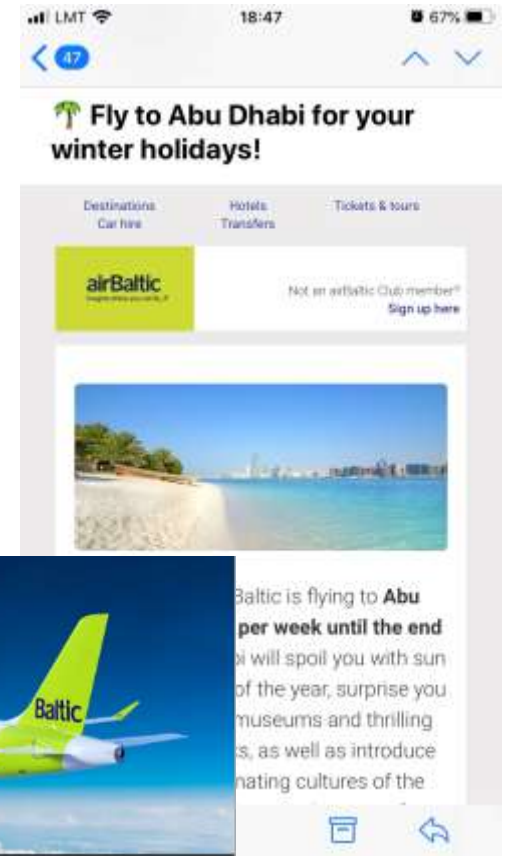
Notifications

SMS & Call center

Social & Paid media



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RECOMMENDATION ENGINE CORNER STONES

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→ Intelligent enough to
identify your customer

E-mail not enough

Cross-device



RECOMMENDATION ENGINE CORNER STONES

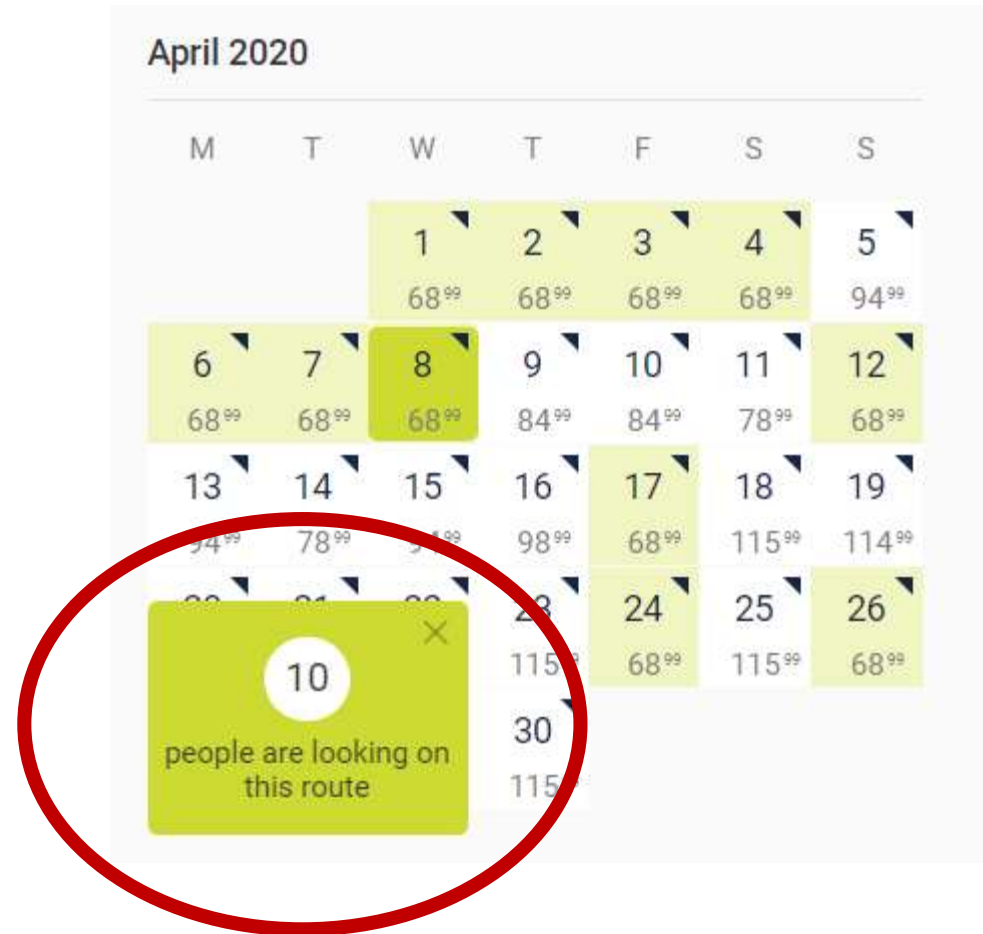
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→ Sends triggers real time

Kal dzelzi, kamēr tā vēl karsta

Forge iron while it is still hot

(Latvian proverb)



GDPR CHALLENGE

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Cookie settings

Functional and performance Digital experience optimization Targeting/advertising

Confirm selection

Select all

→ Stronger brand → Better offering → Improved data quality

GET DATA. USE DATA ACROSS YOUR MARKETING FUNNEL.

MAKE YOUR CAMPAIGN FLY HIGH!

Thank you!

