ENSIGHTEN CASE STUDY

TUI Group: Delivering Personalization

Ensighten Enables World's Largest Travel Company To Deliver More Personalized Experiences to Thirty Million Customers

When the German travel group TUI AG merged with its British subsidiary TUI Travel, the new organization instantly became the world's largest leisure and tourism company. TUI Group now offers integrated travel services that span tour operator brands, travel agencies, hotels and resorts across the globe with six TUI-owned airlines and a fleet of cruise ships for seaborne holidays. This makes for a complex marketing challenge for the company's core UK brands: Thomson and First Choice. Thomson and First Choice continuously seek ways to better serve customers with the most relevant content and offers, combined with the best travel products and booking processes, across extended sales cycles. The stakes are high; the average transaction value for leisure

travel is in excess of £1000 for holidays, and higher still for cruises that take many weeks of planning and have a great deal of personal meaning.

TUI Group uses Ensighten to help optimize the customer experience across multiple products and brands with engagement covering periods of months or more. With Ensighten, TUI Group is able to bring together information about customers from a number of online platforms through a sophisticated tag management and data collection system. The system helps to ensure data integrity and delivers information about how its competitive Thomson and First Choice brands intersect in the traveling consumer's search-to-book process.

Challenge

Marketing to travel customers is complex. It's easy to lose track of customers as they consider a variety of travel products and packages on different platforms and brand portfolios across a sales cycle that may last up to a year or more. Contextual marketing is particularly difficult as the same consumer may purchase across multiple contexts, from a family holiday to a couples weekend getaway. Customers interact with travel products over many visits and sessions before they purchase. And when it's time to book, the array of options for a TUI customer can be dizzying. "For example, Thomson Airways flies from 22 airports in the UK, to over 70 overseas destinations," says Adrian Maguire, Head of Digital Analytics at TUI Group. "Each destination typically has dozens of hotels in each resort, with a variety of durations available. The customer therefore has millions of unique combinations to consider when choosing the holiday. Capturing and utilising this information is a large challenge to the analytics, marketing and optimisation teams."

View of the RIU Palace Cabo San Lucas resort in Mexico (© RIU)

The company is challenged to optimize each customer's experience as Thomson and First Choice customers engage across multiple platforms and brands, over

this extended sales cycle. The goal: to make sure every customer has the best possible experience and, in the process, encourage sales and promote loyalty.

> "Ensighten has so many use cases that allow us to think out of the box to better support our customers. We can now approach many issues with a 'can-do' attitude, rather than 'can't do.'"
>
> — *Adrian Maguire,*
> *Head of Digital Analytics, TUI Group*

Customer satisfaction and loyalty are additionally important in the leisure travel industry because of the power of social media in influencing travel plans and purchases. Facebook and Deloitte surveyed more than 10,000 leisure travelers in a study revealing that social media is second only to friends and family for travel ideas. Furthermore, 68 percent said travel reviews give them the confidence to book. Nurturing loyalty of the most passionate customers, the ones who take time to advocate or criticize travel purchases on social sites, can be among the most important ways to enhance revenue.

Solution

TUI Group has been a heavy user of Ensighten Manage™ and Ensighten Pulse™ since it implemented the platform in 2012 to unify tagging and data collection across digital channels and devices. The company addresses three critical issues with this system.

CONSISTENT DATA COLLECTION AND UNIFICATION
Ensighten enables the TUI Group to collect, unify and

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act on data across the customer journey. TUI Group uses the Ensighten platform to syndicate data amongst all of the marketing technologies at its disposal. This "hygiene layer" ensures consistency of data across channels, regardless of the varied ways it is collected—easing syndication of all data across systems, brands and channels. This has allowed TUI Group to develop simplified processes that assure data integrity, and it has been particularly important when personalizing content for consumers to drive a more contextual experience that is truly relevant and helpful to each person. By leveraging data from the data layer, TUI has a more complete picture of travelers and is able to better deliver the right experience and best offers for each customer.

"We're excited by the potential and flexibility within the platform and how we can work with Ensighten beyond tag management on maximizing the use of data across the organisation to enhance and tailor the experience of our customers."

— *Darren Hutchins,*
Web Analytics Architect, TUI Group

MARKETING AGILITY
The Ensighten platform gives the TUI Group the ability to act quickly to respond to consumers and the market. Marketing teams can make rapid adjustments to tags on an as-needed base, rather than being forced to rely on slow IT cycles. Tagging errors, which can slow web-

sites and negatively impact the consumer experience and data quality, have been dramatically reduced. Workflows are improved across distributed teams and agencies. These capabilities are key to engaging customers with relevant, timely content as they interact with the TUI Group brands, as well as staying on top of market trends by easily evaluating new technologies.

TUI Group uses Ensighten Pulse and Manage to unify tagging and data collection across digital channels and devices.

BRAND PORTFOLIO INTERACTION
The TUI Group uses Ensighten to better understand the roles played by its competitive travel brands—Thomson and First Choice. The solution makes it possible to unify first-party data from both brands, consolidating the data anonymously against a unique ID. "We can see our customers move between our properties seamlessly and how much Thomson traffic engages with First Choice products, and the reverse," says Darren Hutchins, Web Analytics Architect at TUI Group. "That allows us to better understand the role the two brands play in the customer journeys. In turn that data becomes vital in developing brand strategies moving forward to optimize engagement with customers." The result—these insights prevent brand "cannibalization" that would typically occur between two competing TUI brands.

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Results

It's critical for the TUI Group to understand the lifetime experiences of customers. As Maguire says, "We can now support our customers across the entire engaged purchase process. One customer might engage over 27 sessions, but the first 26 were from a different journey altogether. We want to keep all that information and link it to the **same** person for this year, as well as subsequent year's purchases."

In addition, TUI Group has used the Ensighten platform to gain agility and speed in implementations, transforming tedious, piecemeal processes into a fast, automated practice across the organization. The company, for example, rolled out a customer chat tool in a single day using the Ensighten platform. The process would otherwise have required months to implement on the many different TUI Group websites and properties.

For more information, visit ensighten.com.

Grecotel Club Marine Palace in Crete, Greece. (© Grecotel)

ABOUT ENSIGHTEN

Ensighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across all marketing channels and devices. The Ensighten Open Marketing Platform enables enterprises to achieve true one-to-one personalization, accelerate the execution and optimization of their marketing initiatives and deliver superior user experiences. Ensighten, with its unique hybrid-tagging™ technology, powers companies generating over $1.9 trillion in revenue in over 150 countries. The world's leading brands (Microsoft, Capital One, United Airlines and T-Mobile) achieve marketing agility by implementing Ensighten's single line of code.

Phone: (650) 241-3343 | Email : info@ensighten.com | Twitter: @ensighten | **www.ensighten.com**

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