



INDUSTRIES

# Fresh Relevance for Travel

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Reduce lengthy decision-making and increase booking revenues with personalized experiences

# Drive online growth

Use data-driven personalization to help travelers uncover the perfect trip and inspire them to book with you again and again. Fresh Relevance helps travel companies drive business in three key areas:

## Reduce lengthy decision making



### Email & onsite personalization

Combat the comparison mindset and increase customer lifetime value by offering a curated website and newsletter, reflecting each shopper's views, searches, interests and location.



### Social proof

Showcase UGC and ratings and reviews to help shoppers find the trip that's right for them. Draw attention to popular purchases and create urgency by showing how many people have booked recently.

## Increase booking revenues



### Booking abandonment

Recover revenue by reminding shoppers why they should book with you with emails tailored to the context, e.g. the value of the abandoned session.



### Recommendations

Boost occupancy and promote ancillaries with recommendations based on each customer's searches, bookings, and previously viewed options, such as holidays with pets.



### Dynamic content

Ensure shoppers always see the latest deal information, including live prices, discounts and availability. Show the weather somewhere fabulous to encourage them to book a trip.



### Geotargeting

Treat customers differently based on where they're based to ensure that they see offers most relevant to their geolocation, nearest shop or airport.



### Popovers

Reduce booking abandonment with exit intent pop-ups when a user is about to leave your store. Help returning shoppers pick up where they left off with a popover reminding them of their last viewed items.

## Improve shopper recognition



### A single, unified view of the customer

Create a single source of truth for the various interactions your travel customers have with each touchpoint, based on data from internal and external sources, such as your ESP or CRM.



### Real-time customer insights

Analyze customer data with our intuitive reports and dashboards to promote the right trips and ancillaries based on each shopper's consumption, profile and behavior

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