



Martech Level Up @TUI.com

Serverside, CRM-Daten, Personalisierung und Datenschutz

Johann Höppner
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...Turn of Year 2019/2020

Promising Numbers..

- Jan 2020 Peak Revenue

..Pandemic

- Umsätze von 100 auf 0 in kürzester Zeit
- Neuordnen, realisieren, motivieren, zusammenraufen..

Challenges

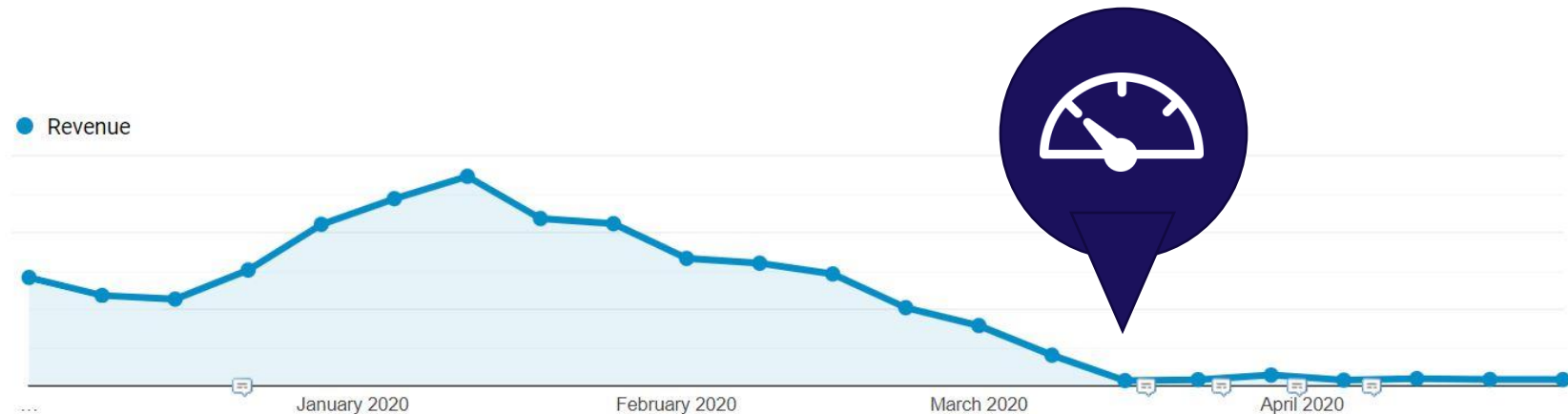
- Decreasing Measurement accuracy
- Cookiegeddon coming
- 1st P Daten Berg untouched
- Datadriven Attribution getestet und wieder abgebaut
- Privacy: Legal getting up to speed

Tech Stack

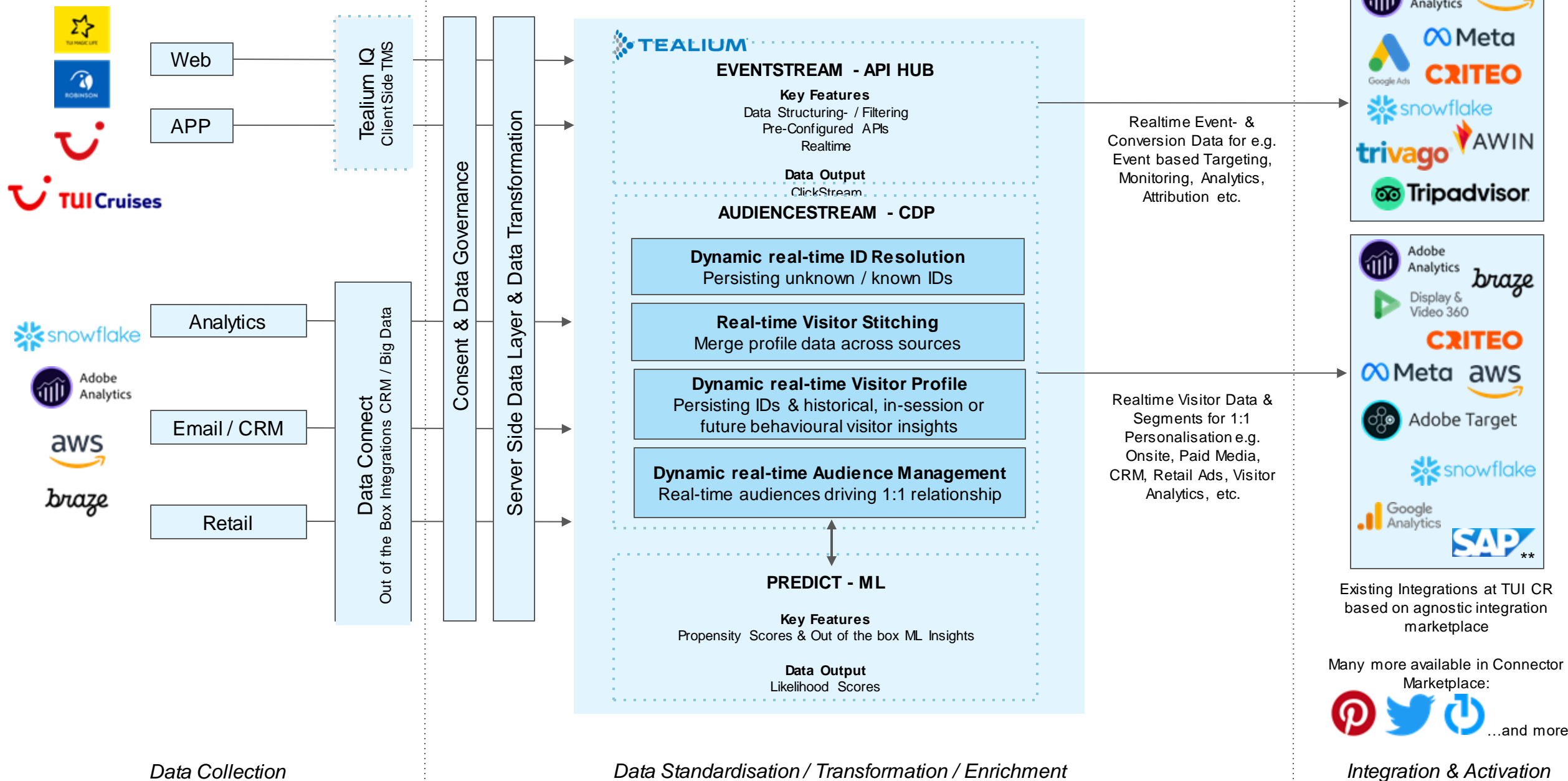
- Erste Schritte in der Onsite Personalisierung
- Offsite: 3rd P Data
- Komplettes Setup: clientsite
- CRM: Separates Silo

Opportunity?

- Zwangsweise auf der Bremse
- Vorbereiten auf Ram up.. Nur wann?
- Zeit für Heavy Lifting?



...in 1,5 years we built this:



During pandemic: we took a breath and upgraded

1

New Legal Processes

- Designing new privacy processes together with DPOs
- Not only for Martech .. For all data processing parties
- Jira flows across departments

2

More and better data to create audiences

- Onboarded CRM from several sources
- Stitching data and pushing it to on & offsite destinations
- e.g.: Family, Quality aware customer, deal seekers, likelihood..

And predicted audiences

- propensity to return
- propensity to convert

3

Serverside Connections to

- | | |
|-----------------------------|---------------------|
| • Google (GA, Ads, DV360..) | • Trivago |
| • Adobe | • Meta (FB IG CAPI) |
| • Awin | • Criteo |
| • Tripadvisor | • AWS Kinesis |

Higher marketing efficiency

- Better look alike audiences,
- More accuracy
- Better targeting and suppression

4

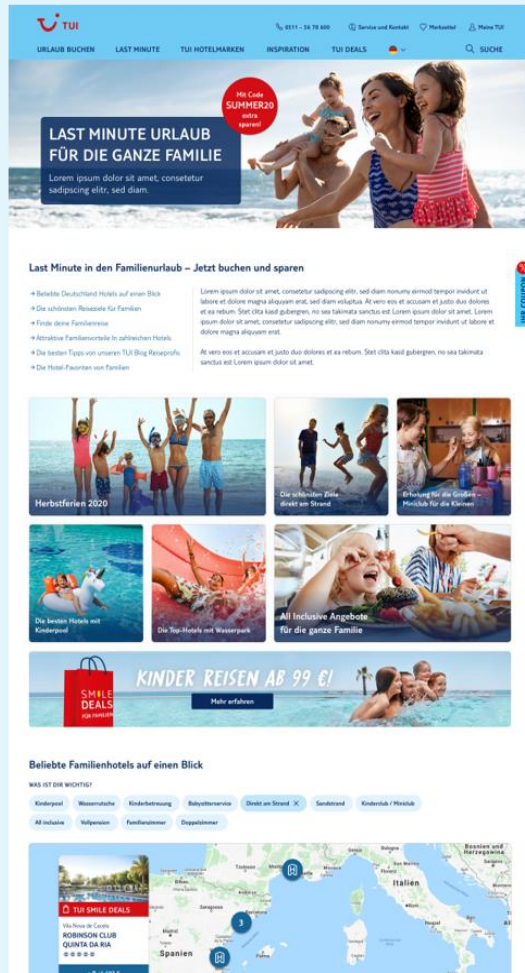
Additional Tech Upgrades

- Alles Serverside
- CRM Pipelines from on- and offline
- Prediction models onsite and offsite
- MFEs + Static Sites
- DCO + Ad automation (Adlip + Smartly io)
- Headless CMS (contentful)



Prediction example: Coupon Personalization

Live example: personalized coupon for "fair propensity"
audience driven by Predict ML



Coupon Integration

closed Coupon Fly-In



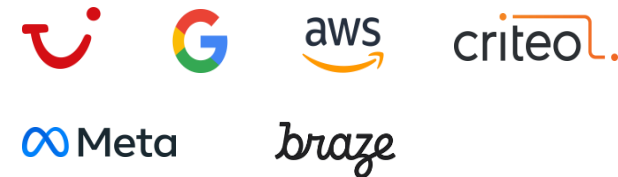
Opened Coupon Fly-In



Personalized Coupon

- Higher coupon for CDP ML audience fair propensity (Tealium Predict)
- Test with 160k visits, 20k visits with badge
- Coupon Invest 16% down
- CVR uplift of 400% for this audience

Used on- and offsite:



Serverside: Scopes and Uplifts



Expectations



Reality

	2-3 weeks	2-3 weeks
	2-3 weeks	2-3 months
	2-3 weeks	2 weeks
	2-3 weeks	2-3 months
	2-3 weeks	3 months
	2-3 weeks	2 weeks
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	2-3 weeks	2 weeks

Serverside additional remarks

- Hybrid Setup sometimes still needed
- Additional Speedbenefits Onsite

Meta Screenshots Serverside Uplifts:



Serverside: Scopes and Uplifts



Expectations



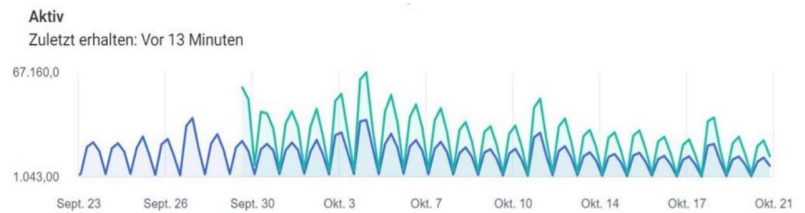
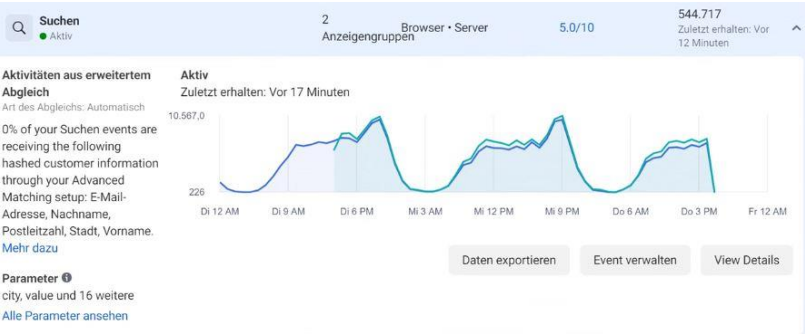
Reality

	2-3 weeks	2-3 weeks	+5% orders
	2-3 weeks	2-3 months	+16% data (eg Revenue)
	2-3 weeks	2 weeks	+5% data
	2-3 weeks	2-3 months	Match Rates from 5/10 to 7-8/10
	2-3 weeks	3 months	+1-2% data (eg Revenue)
	2-3 weeks	2 weeks	+12% data (eg Revenue)
	2-3 weeks	3 months	+10% data (eg Revenue)
	2-3 weeks	2 weeks	+50% matchrates for offline data

Serverside additional remarks

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Meta Screenshots Serverside Uplifts



Successfactors

Circle of safety



Starke Experten

- Marketing- Analytics und Data Know how
- Motivation sich unbekannten Terrain zu nähern



Zeit, Ruhe, Fehler, Kommunikation,

- Nur limitiertes Wissen und Anleitungen dazu
- Techn. Lage entwickelt sich schnell und ist rasch veraltet
- Lernkurve gewinnt schnell an Steigung



Gespräche intern und extern

- Awareness schaffen
- Interner Bildungsauftrag
- Positiver Ausblick in die Zukunft
- Aktives Stakeholdermanagement (Beispiel: Legal)



Kleine Erfolge feiern, Management Awareness

- Ressourcen für Experimente freiräumen
- Expectation Management
- Teilerfolge feiern

Thank you.

Johann Höppner
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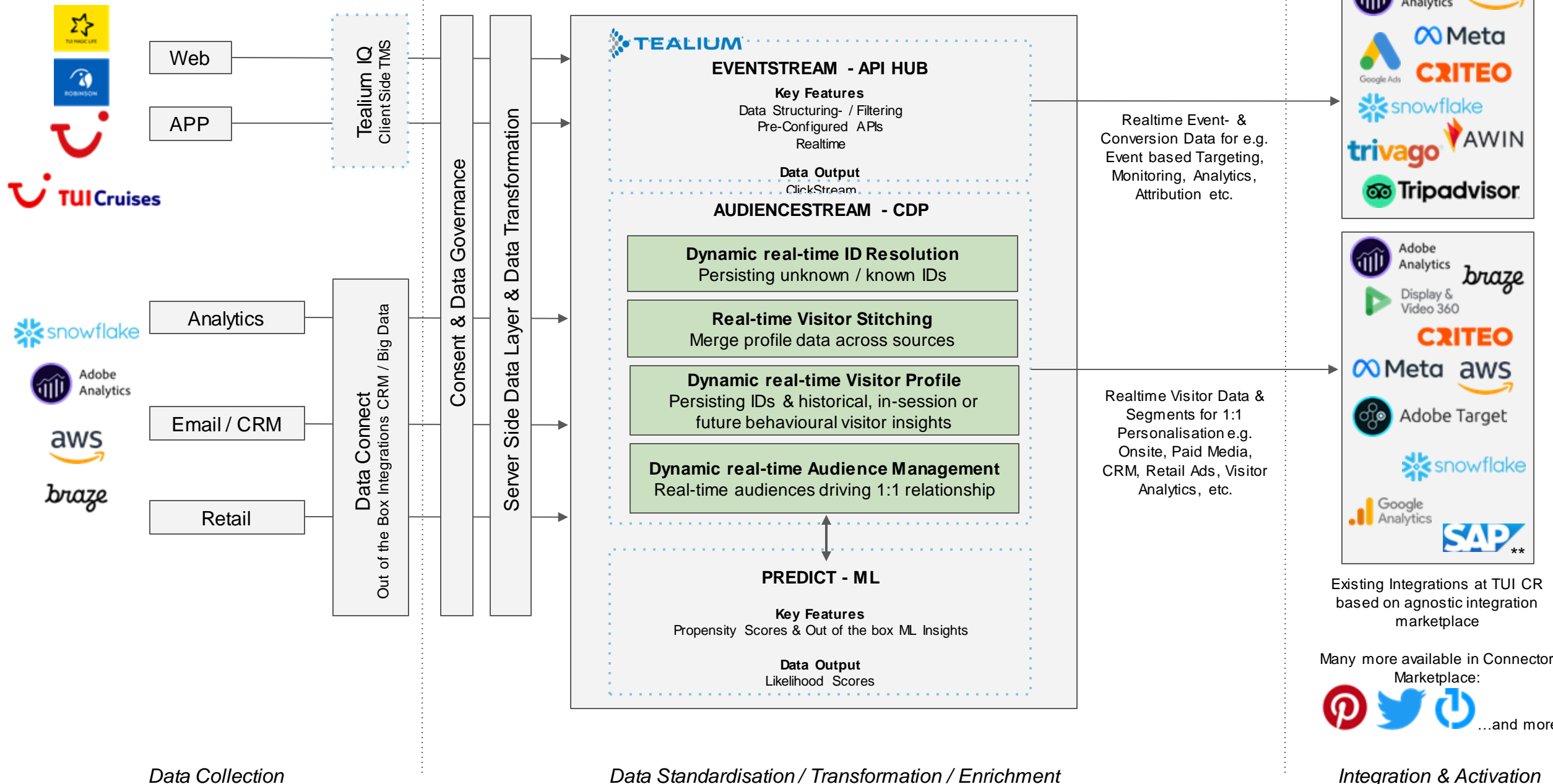


Backup

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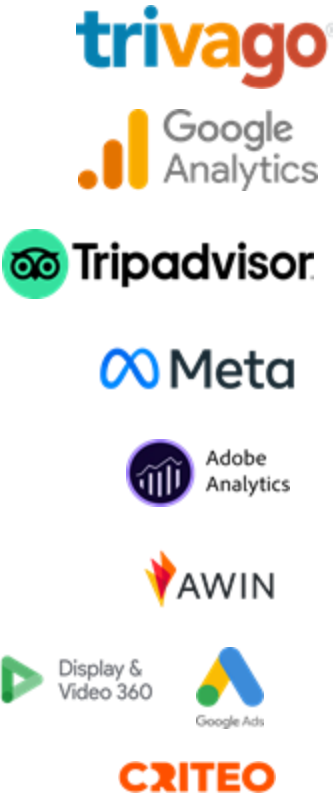


Serverside: Scopes and Uplifts

Expectations vs Reality

Serverside Limits

Hybrid Setup sometimes still needed
Additional Speedbenefits
Onsite



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Meta Screenshots



During pandemic: we took a breath and upgraded

- In Pandemic: Upgrades während Boxenstop, .. Mehr Daten (Domains und CRM) , Alles Serverside (su.), Data Pipelines, DCO (Adlip), Smartly, CDP, MFE SSG JAM, headless cms,
- Schnellere Lernkurve: am Anfang 3 Monate am Ende 2 Wochen. AI Cases (Predict), Audiences ausprobieren,
- Resultate: CAPI, Google Conv API, Uplift, Speed, rankings (hopefully), Personalization, less product invest, better marketing kpis,
- Was braucht man dafür: gute Leute, sichere Blase, Ruhe, Vertrauen, Zeit, Fehler machen

- Solves 1st party problem due
- Serverside tracking on cookies and
- 1st party CRM longer durability
- Immediate usage gardens
- Better scalability storytelling
- 1st mover advantage

1

New Legal Process

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- Not only for Martech .. For all data processing parties
- Jira flows

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- Trivago
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- Criteo
- AWS Kinesis

Higher marketing efficiency

- Better look alike audiences,
- More accurate suppression Excluding low likelihood

4

Additional Tech Upgrades

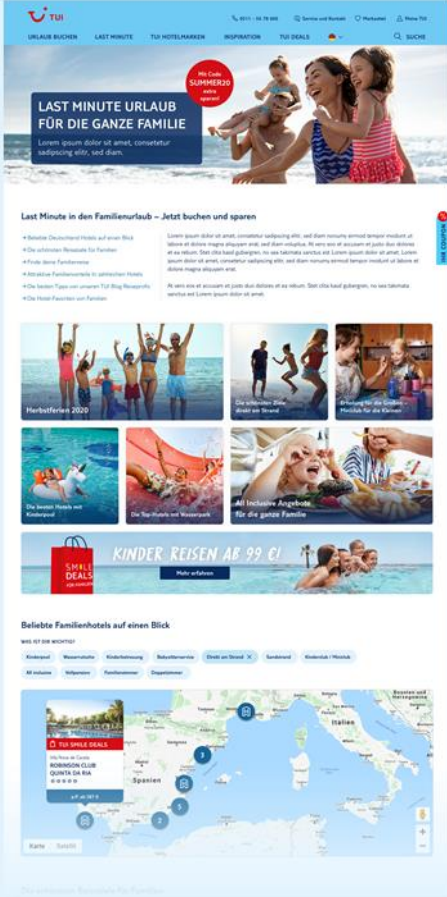
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Live example: personalized coupon for "fair propensity" audience driven by Predict ML

1



Coupon Integration

closed Coupon Fly-In opened Coupon Fly-In



The diagram illustrates the integration of a personalized coupon. On the left, a vertical blue bar with a red percentage sign and the text 'IHR COUPON' represents a 'closed Coupon Fly-In'. On the right, a white popup window with a red percentage sign and the text 'Bis zu 150 € p.P. extra SPAREN*' represents an 'opened Coupon Fly-In'. The popup displays the coupon code 'TUI150CX5YX' and a progress bar showing 0, 2, 37, and 54 steps. The background of the diagram is a light blue circle.

Used on- and offsite:



Personalized Coupon

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- Test with 160k visits, 20k visits with badge
- CVR uplift of 400% for this audience



During pandemic: we took a breath and upgraded

- Ausgangssituation: Travel am Boden, Cookiegeddon coming, wir: alles clientsite, erste Personalisierungserfahrungen,
- In Pandemic: Upgrades während Boxenstop, .. Mehr Daten (Domains und CRM) , Alles Serverside (su.), Data Pipelines, DCO (Adlip), Smartly, CDP, MFE SSG JAM, headless cms,
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Onsite personalization

- Chat
- Teaser
- Coupons
- Sorting
- Recommended hotels and Packages

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- Quality aware customer
- Deal seeker

And predicted audiences

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Serverside Connection to

- Google (GA, Ads, DV360..)
- Adobe
- Awin
- Tripadvisor
- Trivago
- Facebook
- Criteo
- AWS Kinesis

Drives marketing efficiency

- Better look alike audiences, e.g. Facebook Custom Audiences
- Excluding low likelihood

4

Solves 1st party cookie problem due to private policy

- Serverside tracking doesn't rely on cookies anymore.
- 1st party CRM audiences have a longer durability (several years)
- Immediate use in all wallet gardens
- Better scalability, crosschannel storytelling
- 1st mover advantage



Last year our focus was to integrate technology in our platform to create new capabilities for on- and offsite personalization and marketing efficiency

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Tealium Tag Manager

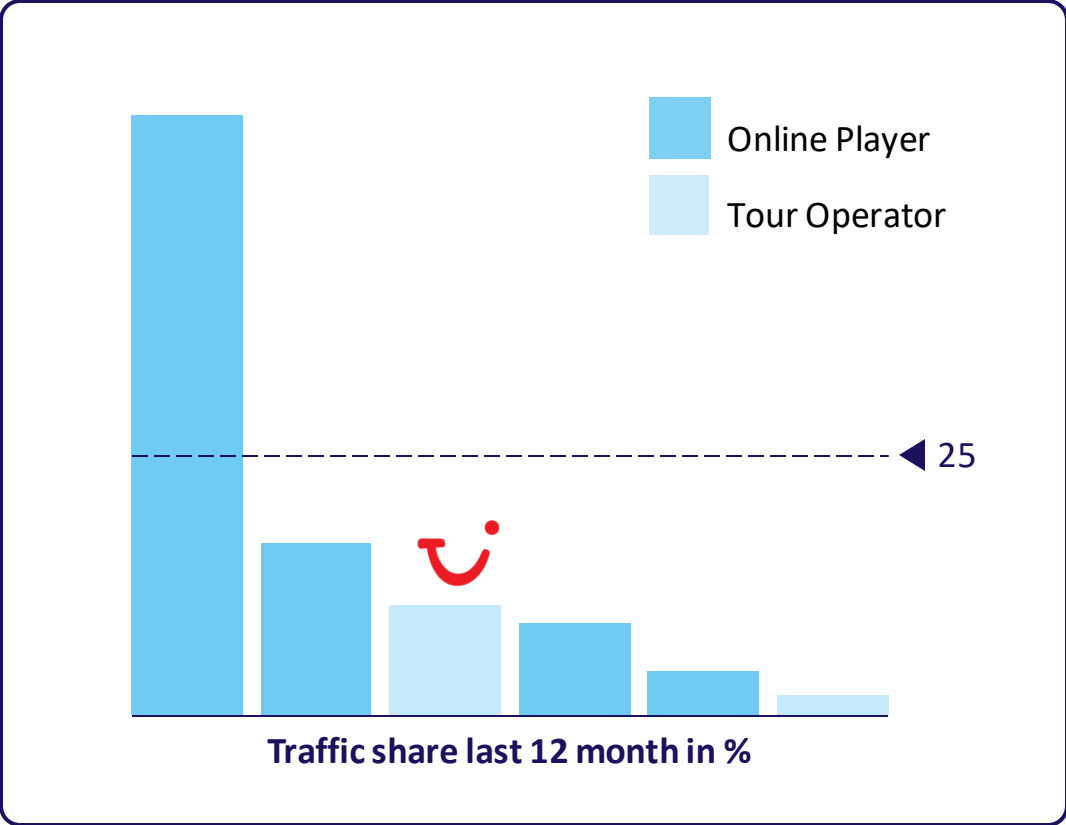
Tealium Customer
Data Hub

Tealium Connector

CRM

TUI.com starting from position 3 with a marketplace strategy

Online Travel Market in Germany



STRATEGIC DRIVERS



PERSONALISATION



PACKAGE



ACCOMODATION ONLY



FLIGHT ONLY



CROSS- / UPSELL

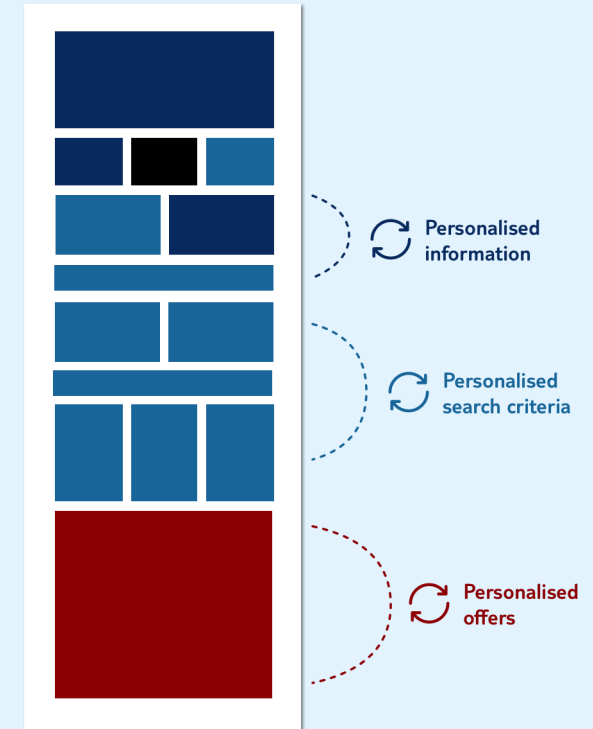


OMNICHANNEL



We are now in year 3 on our road towards our customer experience vision

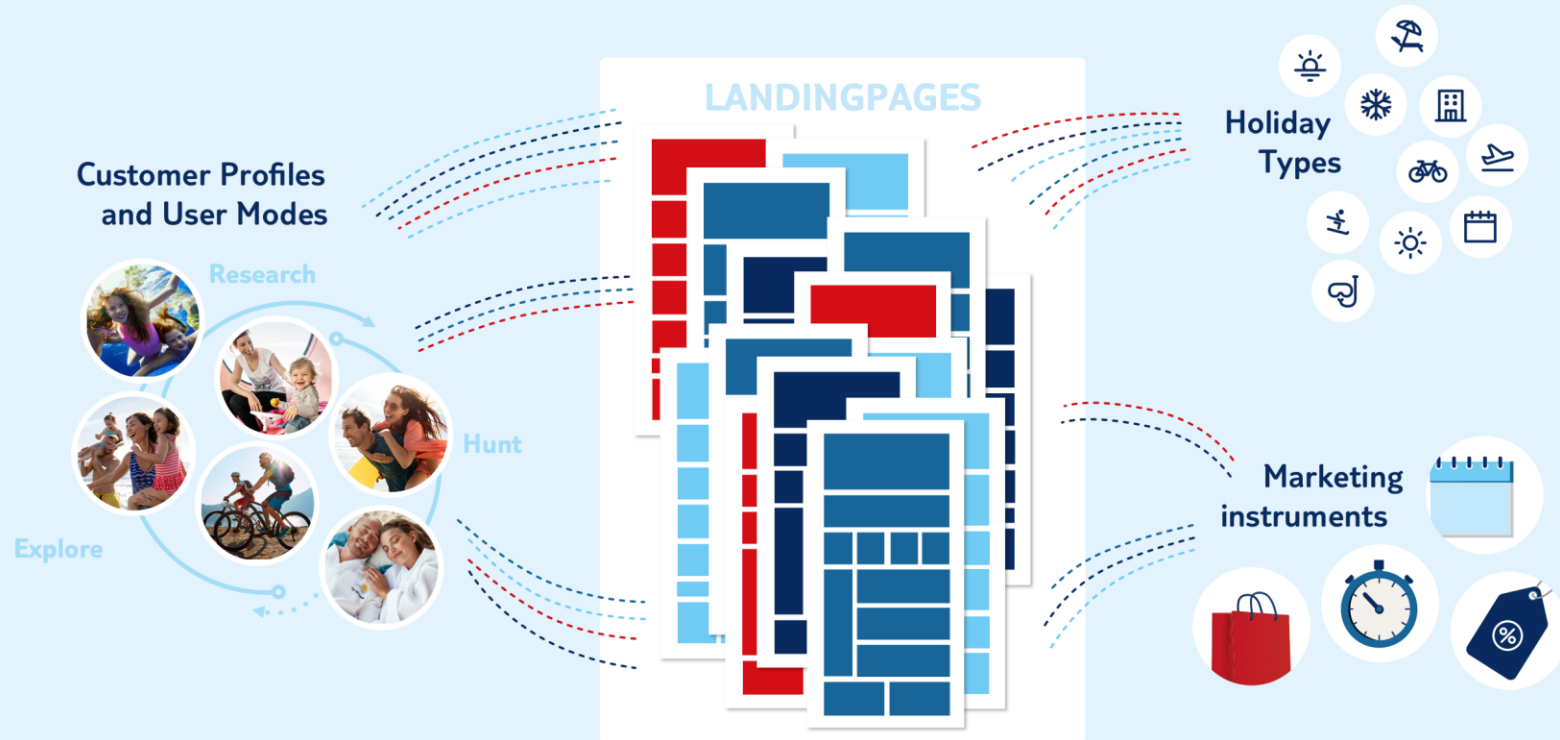
„The content of the landingpage works dynamicly and adjusts to the users behaviour via responding components. The presented information and offers get more and more personalised with each click – everything happening on the same page!“



Building audiences as 1st step towards a personalized user experience

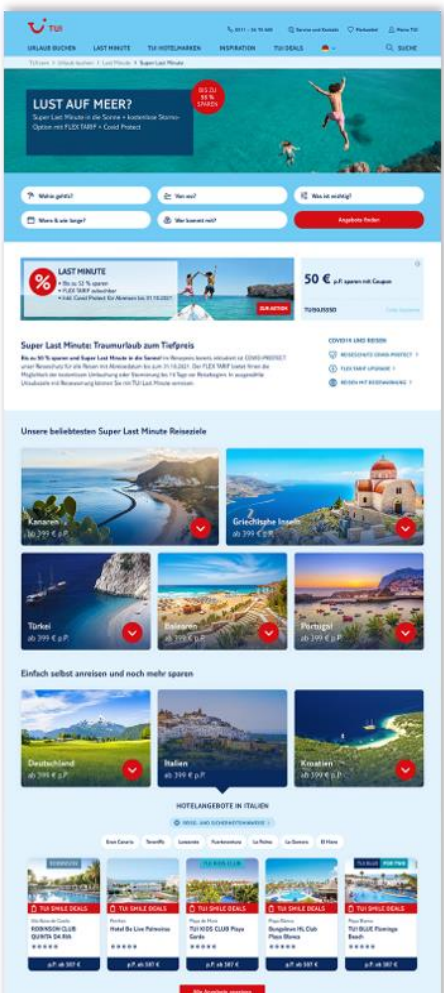
Audiences (Selection)

- Besides single, couples, family winter, long haul we build
- Couples with scoring, e.g. points for visiting couples pages, hotels, destinations
- Deal Seeker based on CRM data or behavior data, e.g. click on sales teaser
- Explorer, researcher and hunter are build by engement on page with predict, e.g. vacancy check, time on page, lower funnel, usage search & filter



2nd step is to present different landing pages per user mode

„Explorers look for inspiration, researchers need facts and hunters are offer driven“



TEASER ELEMENT

Explorers use it the most in both versions

VACANCY CHECK

increased for Hunter Users

BOUNCE RATE AND EXIT RATE

dropped for all user modes (lowest numbers for researchers and hunters)

CTR TO HOTEL DETAILS

increased for all User Modes by 142 %
Hunter: increased by 277 %
Researcher: increased by 169 %

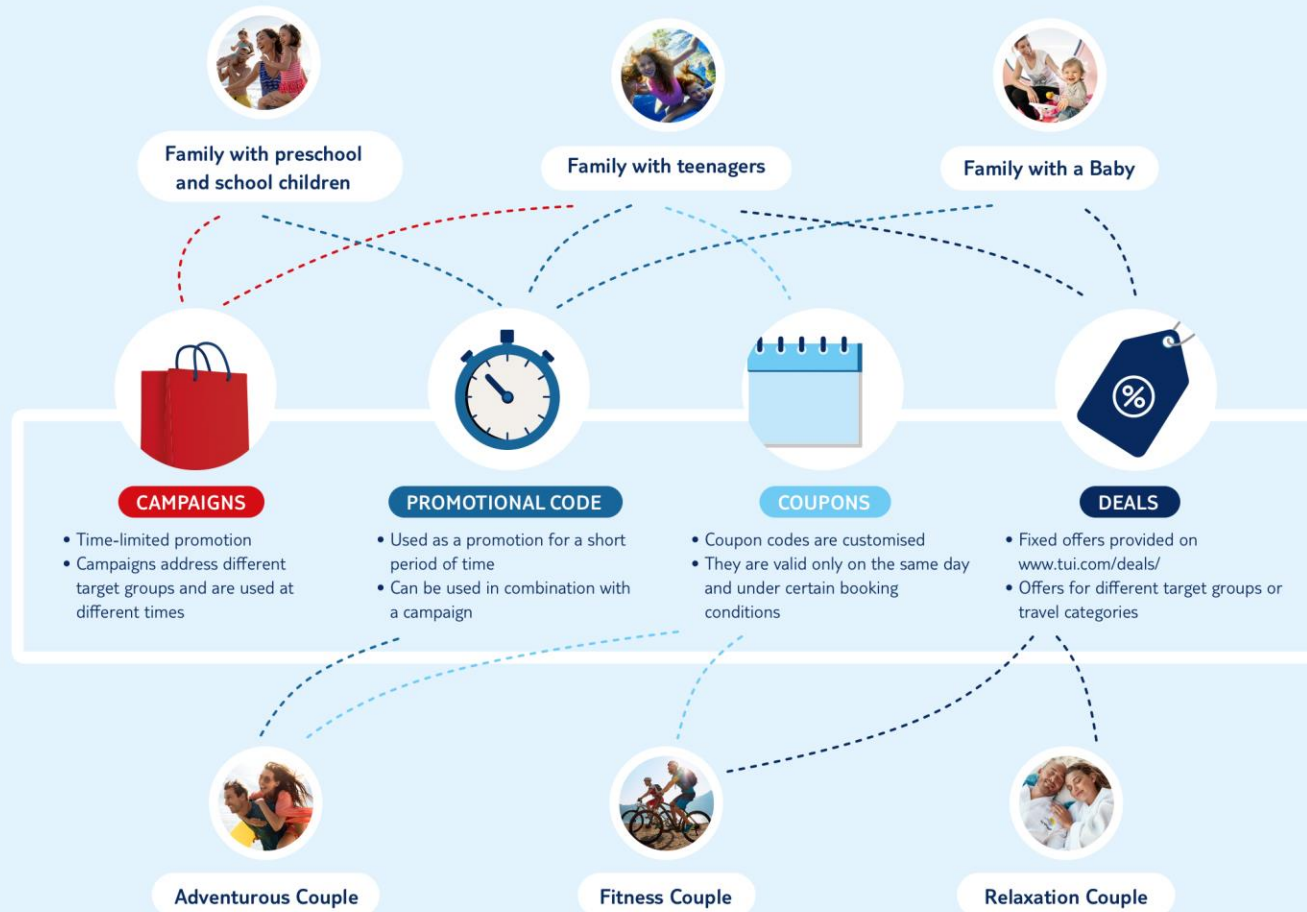
AVERAGE TIME ON SITE

tbd

Latest test August until now

To drive conversion marketing instruments react on audiences – controlled by our inhouse built marketing tool

MARKETING INSTRUMENTS



MARKETING TOOL

- Scale micro-campaigns & personalised coupons
- Rule based campaigns enables parallel micro campaigns

NEXT

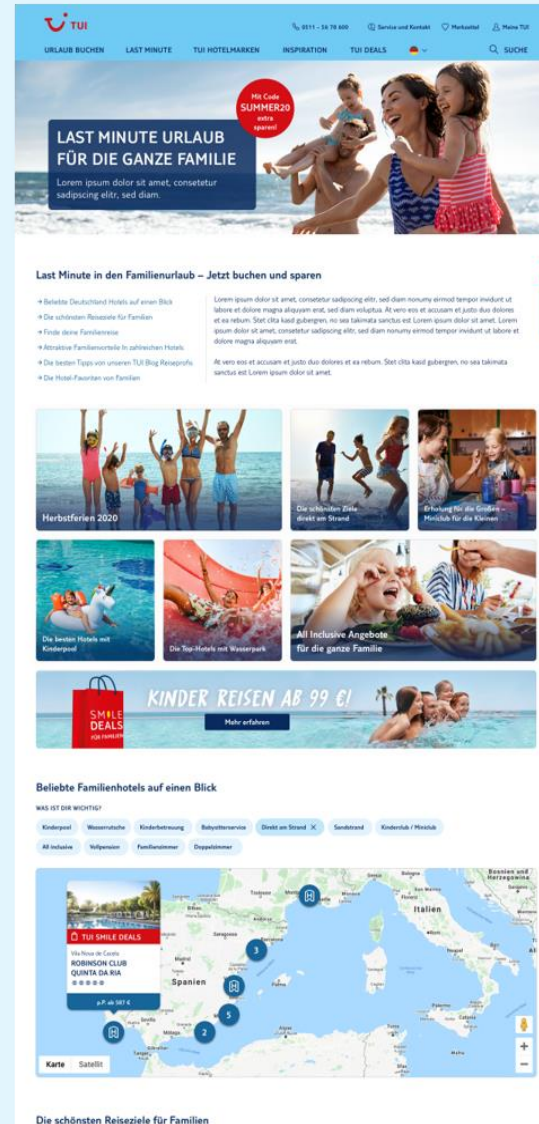
- Integrate Tealium audience stream to manage budgets & segments with landing pages integration of fully personalised coupons

We start to learn how personalization works with marketing instruments

Personalized Coupon

- Higher coupon for badge fair propensity (Tealium Predict)
- Test with 160k visits, 20k visits with badge shows CVR uplift of 400%
- Further A/B-tests necessary to learn

Latest test August until now



Coupon Integration

closed Coupon Fly-In



Opened Coupon Fly-In



Use Cases (Examples)

Personalized Teasers

- On high traffic landing pages we personalize hero teasers for badges e.g. couples, family etc.
- CTRs are 50 – 100% higher compared to default

Personalized Reviews

- Reviews on Hoteldetailpage for audiences family and couples
- Sentiment analysis on the tui guest reviews
- A sum of all scores is generate
- The feedbacks with the highest sums, which need to be above a threshold, are selected. From those texts are extracted which have an optimal length between 20 and 160 chars.
- Overall CR Uplift +6,25%



Bärchen
Als Familie

„Ich war positiv überrascht, wieviel die Hotelanlage für (nur) 3 Sterne zu bieten hat. Würde es eher als 4-Sterne-Hotel einschätzen.“

What's next on our roadmap

Done in 2019 & 2020

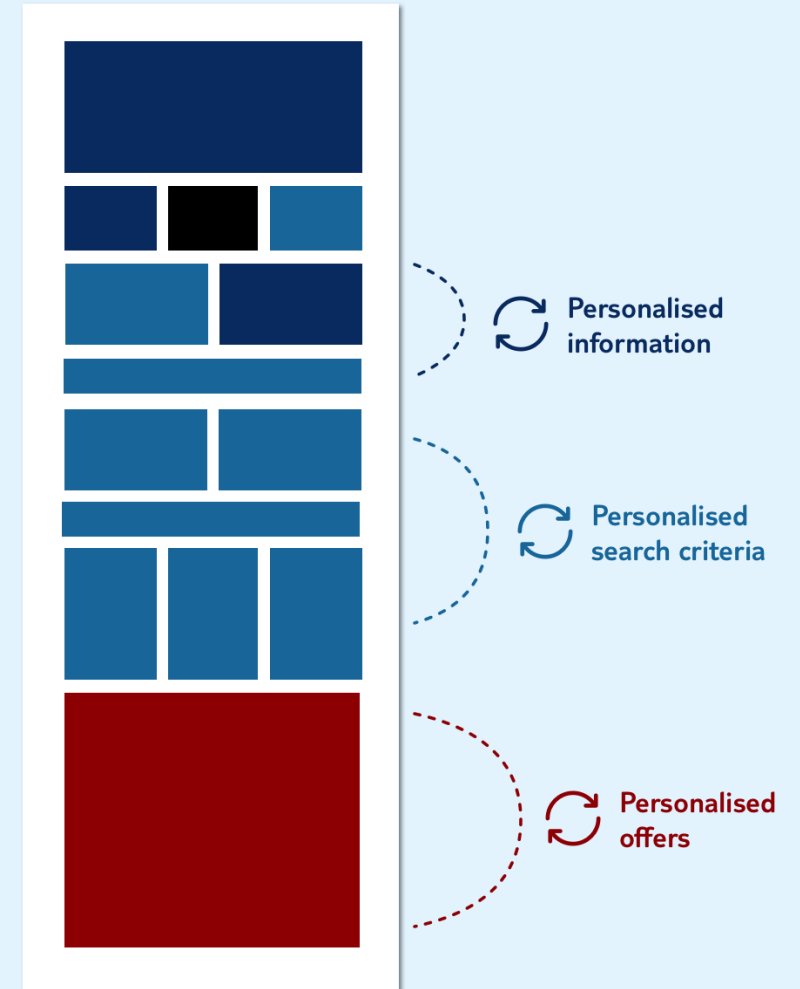
- Build audiences via Tealium
- Serverside connection to marketing partner
- Manage campaigns & coupons via marketing-tool (partly manual)
- Content elements build in micro frontend approach, e.g. teaser, hotel cards, coupons, recommender (partly)

2021

- Audience switch for LP
- Prep headless CMS for editors
- Rollout new LP (1.500 SEO LPs + 20.000 Hotel LPs)

2022

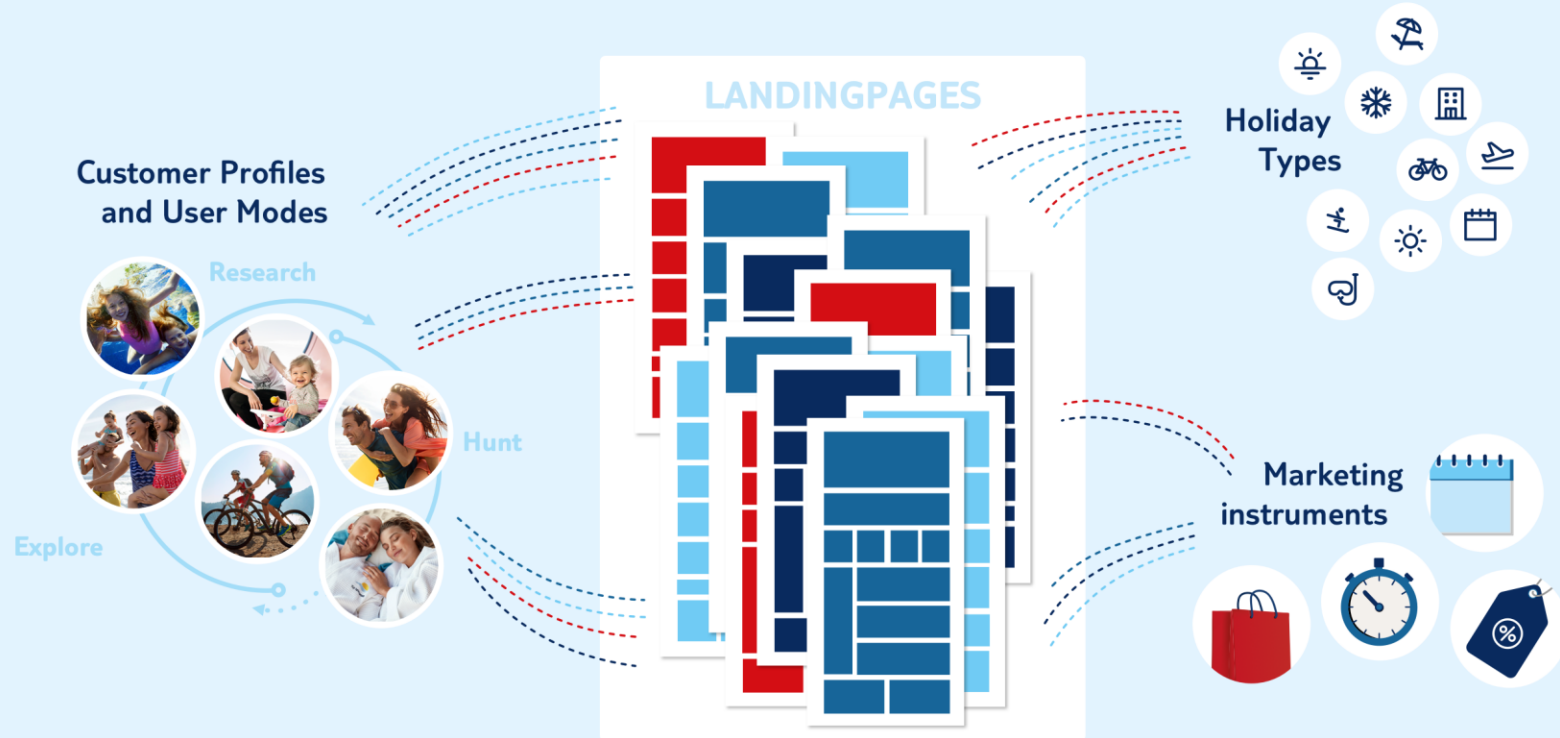
- Rollout dynamic and responsive pages
- Connect more content sources (texts, pictures, ...)

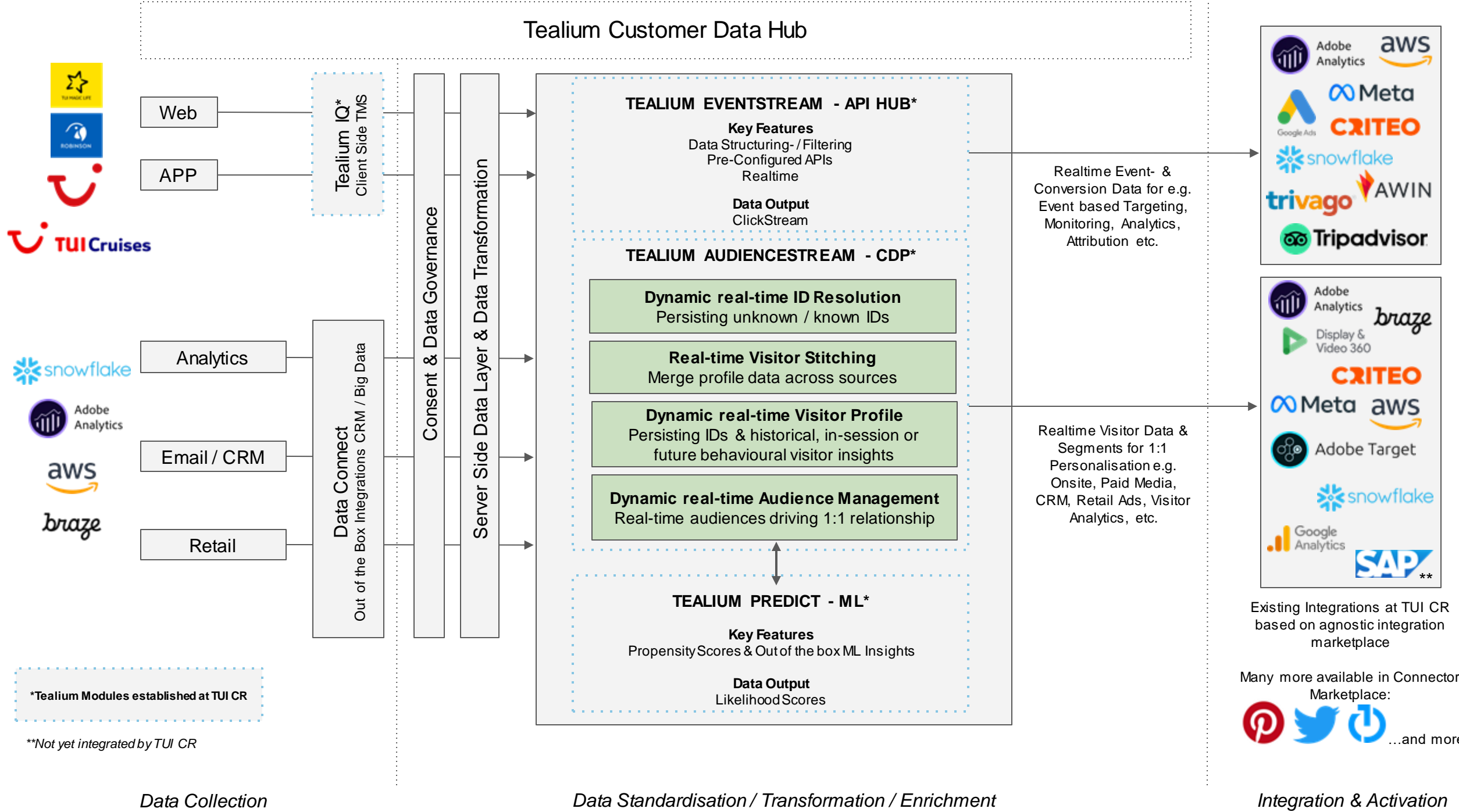


Datadriven personalization drives CVR and increases marketing efficiency - AND complexity

Datadriven personalization on TUI.com

- In all our tests & use cases personalization performs better than default (CVR Uplift up to 5-15%)
- An 10% CVR uplift on 60% traffic is in our case good for 60m€ revenue and marketing efficiency of ~4m€
- It is a long way of developing capabilities and to learn step-by-step, therefore a cross functional team set-up is crucial (Data / BI Analysts, Marketing Channel Specialists and CRM Manager)
- Main challenge is to automatically / rule based manage an orchestrate the components by audience





Thank you.

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