Global Airline Carrier Uses Composable CDP to Unlock Loyalty Data and Optimize Advertising

BACKGROUND

A leading global airline with an extensive international route network sought to enhance its advertising campaigns by leveraging customer data more effectively. With a well-established loyalty program, the airline aimed to personalize marketing efforts by building precise audience segments and predicting travelers' likelihood of booking specific routes. To achieve this, they turned to Syntasa's Composable Customer Data Platform (CDP) to unify disparate data sources, build predictive models, and activate audiences for targeted advertising.

CHALLENGE

The airline faced several key challenges in its data-driven marketing approach:

- **Fragmented Customer Data:** Loyalty program information, behavioral data from Adobe Analytics, and CRM records existed in silos, limiting their ability to create traveler profiles.

- **Personalization Limitations:** The airline wanted to deliver highly relevant, personalized ads based on traveler intent but lacked a unified data system to do so efficiently.

- **Identity Resolution Issues:** The airline struggled to connect frequent flyer IDs with Adobe Analytics data, preventing them from using historical behavior data to refine audience targeting.

- **Operational Bottlenecks:** Deploying predictive models and activating audiences in Adobe Target required a streamlined and repeatable pipeline.

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SYNTASA'S SOLUTIONS

By leveraging Syntasa's Composable CDP, the airline established a modular, scalable, and unified data platform to power its marketing strategy. The implementation included:

1. Data Unification & Identity Resolution:

- Syntasa's ID Graph connected each visitor's digital behavior with loyalty and CRM profiles, resolving identity issues and creating rich, unified customer profiles in real-time.
- Historical Adobe Analytics data was ingested, cleaned, and merged with new data streams to ensure continuity in insights and audience segmentation.

2. AI-Driven Predictive Modeling:

- The airline leveraged Syntasa's composable CDP modeling capabilities to develop and deploy propensity models predicting the likelihood of travelers booking specific routes.
- Initial models focused on high-traffic routes such as San Francisco, Los Angeles, Dallas, and New York, allowing for hyper-targeted campaign activation.
- The airline's internal data science team easily adapted these models to scale across additional destinations using pre-built ML components within the data ecosystem.

3. Automated Audience Activation:

- Using Syntasa's real-time activation layer, audience segments were integrated with Adobe Target, ensuring seamless retargeting and personalized ad delivery.
- The airline was able to optimize its ad spend by focusing on high-intent travelers, increasing engagement and conversion rates.

RESULTS

- **Rapid Model Deployment:** The airline's analytics team could configure, tweak, and deploy predictive models within one week for each new destination.
- **Improved Model Performance:** Predictive models built on unified data outperformed previous siloed-data models by 10%, driving better accuracy and results across campaigns.
- **Improved Ad Performance:** The ability to activate real-time, behavior-driven audiences led to higher engagement and increased conversion rates for flight bookings.
- **Scalability & Efficiency:** The modular nature of Syntasa's Composable CDP allowed the airline to scale its predictive capabilities effortlessly, supporting continuous expansion into new markets.

FUTURE PLANS

Looking ahead, the airline plans to extend its Composable CDP-driven strategy by:

- **Expanding Predictive Targeting Globally:** Enhancing traveler segmentation across new regions, refining models to distinguish between business and leisure travelers.
- **Integrating Cross-Sell Recommendations:** Using AI to personalize recommendations for hotels, car rentals, and other travel services post-flight booking.
- **Enhancing Real-Time Decisioning:** Implementing event-driven marketing to engage travelers with context-aware offers at key decision moments.

CONCLUSION

By adopting Syntasa's Composable CDP, the airline transformed its approach to customer data, enabling scalable personalization, AI-driven audience segmentation, and automated ad activation. This modular, cloud-native solution provided the flexibility to integrate seamlessly with existing tools like Adobe Analytics while allowing the airline to evolve its data-driven marketing strategies at enterprise scale.

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Syntasa's Composable CDP: A warehouse-native, modular platform that captures and unifies customer data to enable personalization, segmentation, insights, and AI models with full transparency and scalable data architecture.

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