

pdv<sup>®</sup>

Data Driven Marketing & Analytics in Travel  
**From understanding  
travellers to  
AI Growth Ready**

---



# Travel marketing is getting harder, not easier

Fragmented  
Customer  
Journeys



Rising  
Acquisition  
Costs



Lack of  
Actionable  
Insight



AI is coming  
fast



# Three things that drive growth



**1** Understanding  
travellers

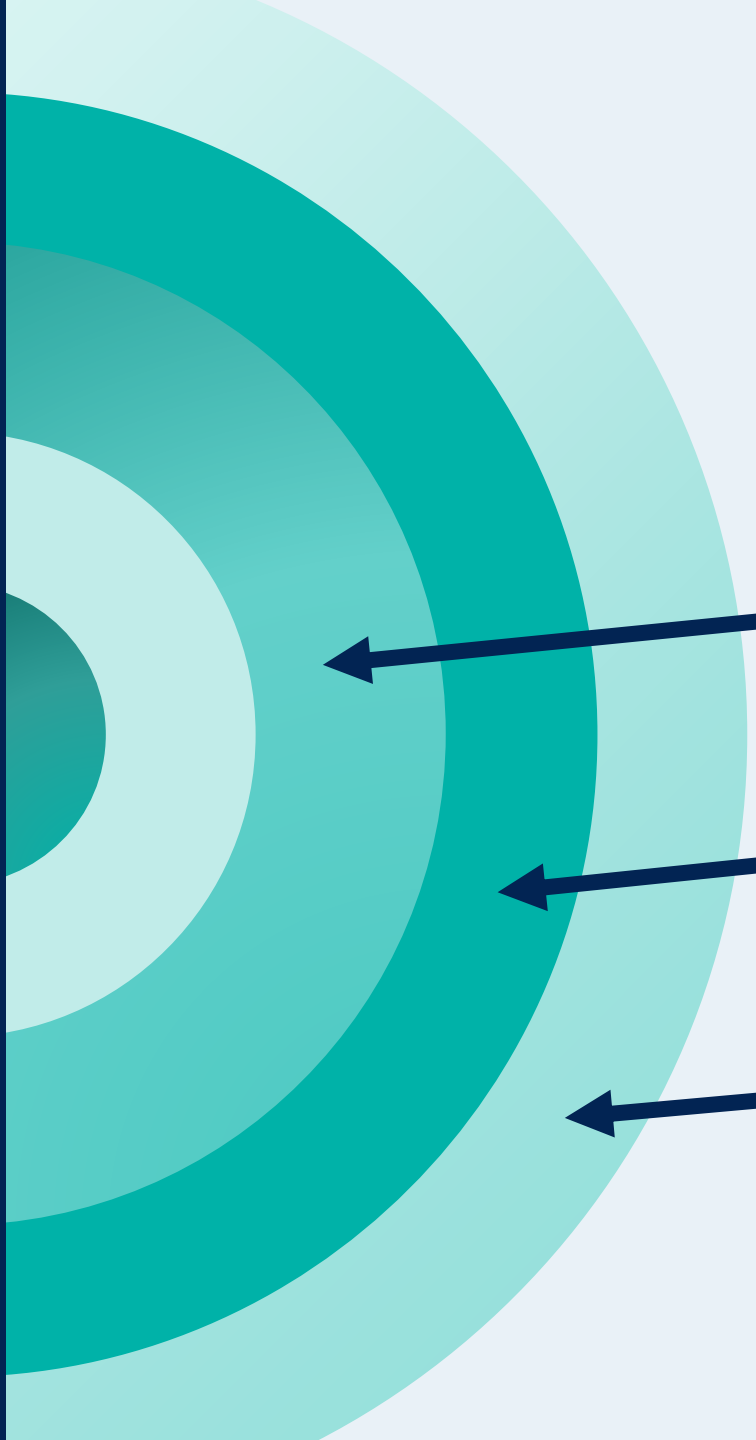


**2** Proving  
marketing  
works



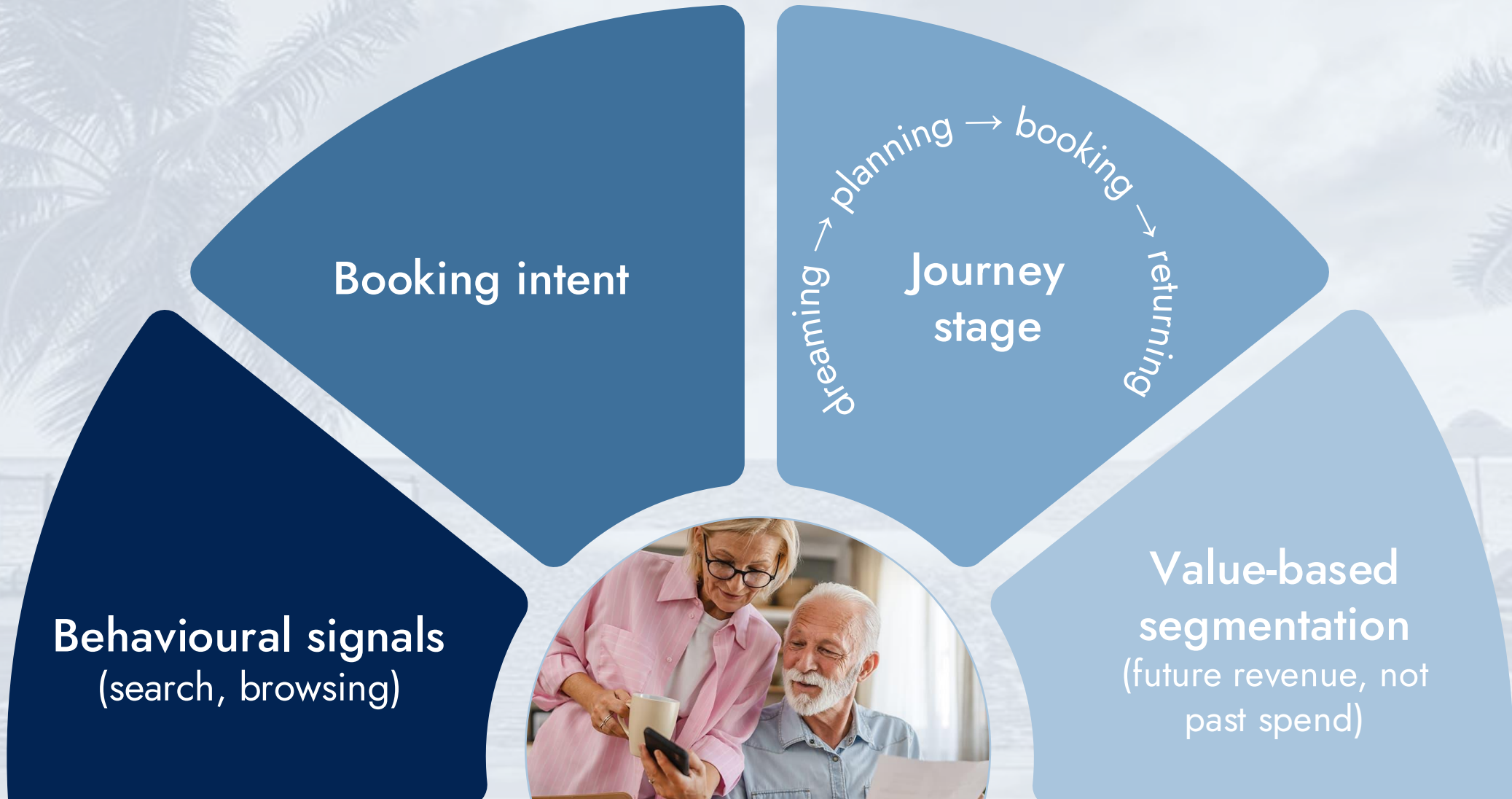
**3** Preparing for  
the AI era

# Why Most Targeting Still Misses the Mark



- ← Built on demographics, not behaviour
- ← Channel-first, not customer-first
- ← First-party data under used

# What Better Segmentation Looks Like



# From Segments to Personalisation

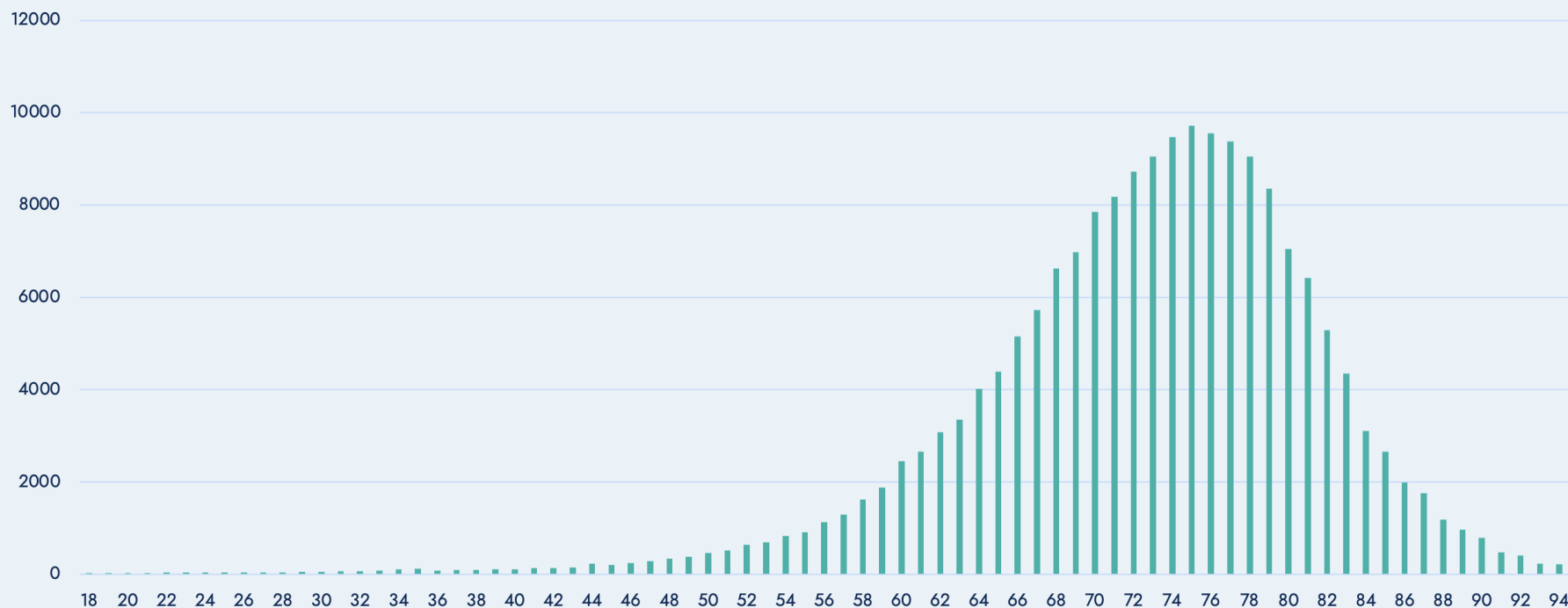
Right timing

Right message

Right channels

Journey  
Personalisation

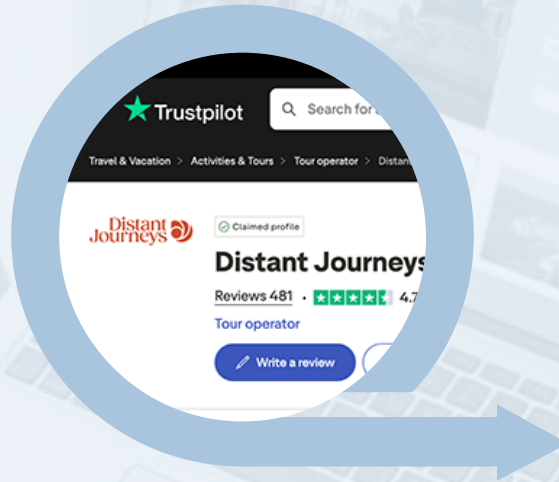
Number of People Booking Cruise Holidays by Age



# Turning Interest into Actions



Clear and compelling communication



A journey that builds trust



Multiple ways to response and be measured

# The Payoff

Higher conversion rates



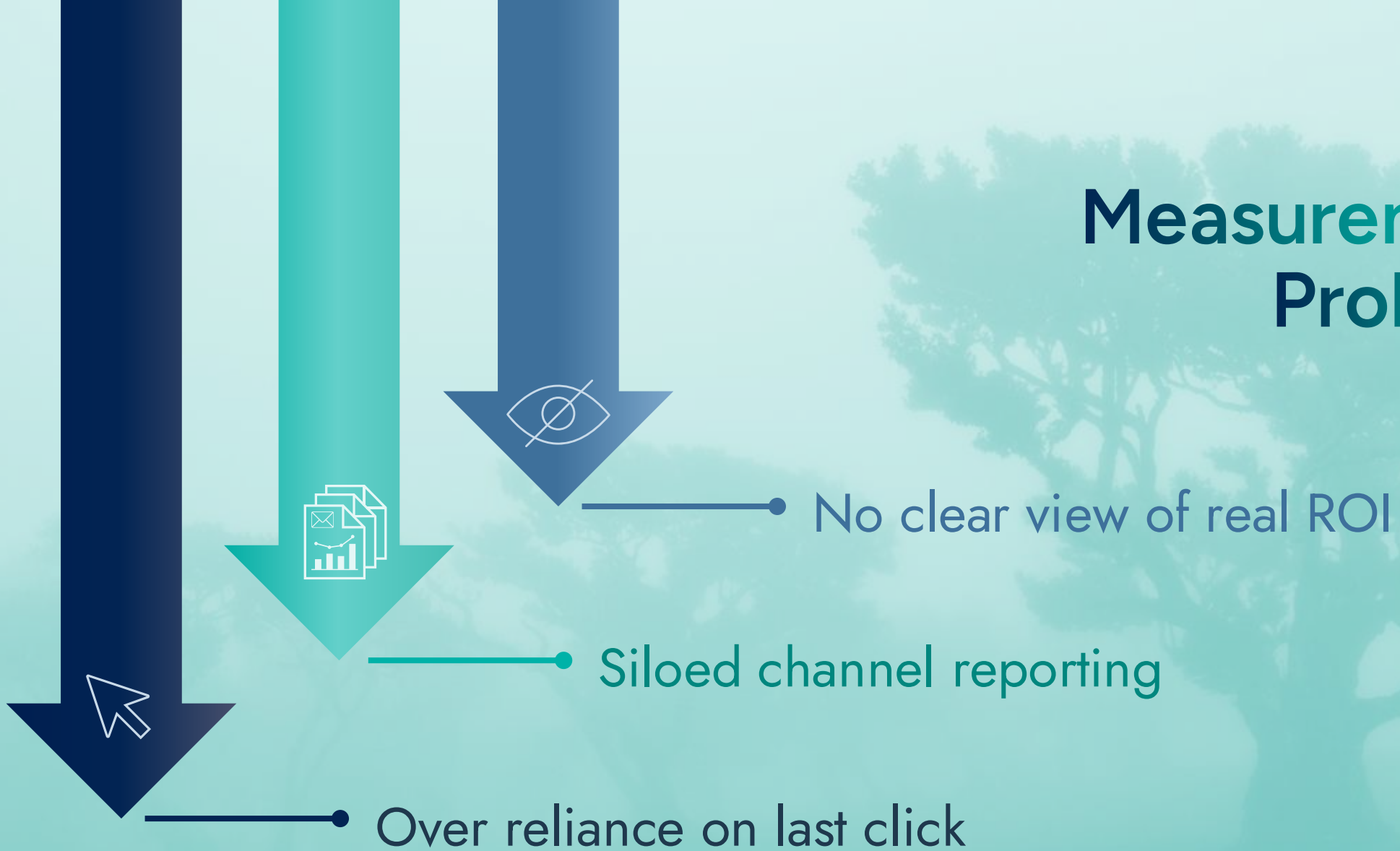
Lower acquisition costs



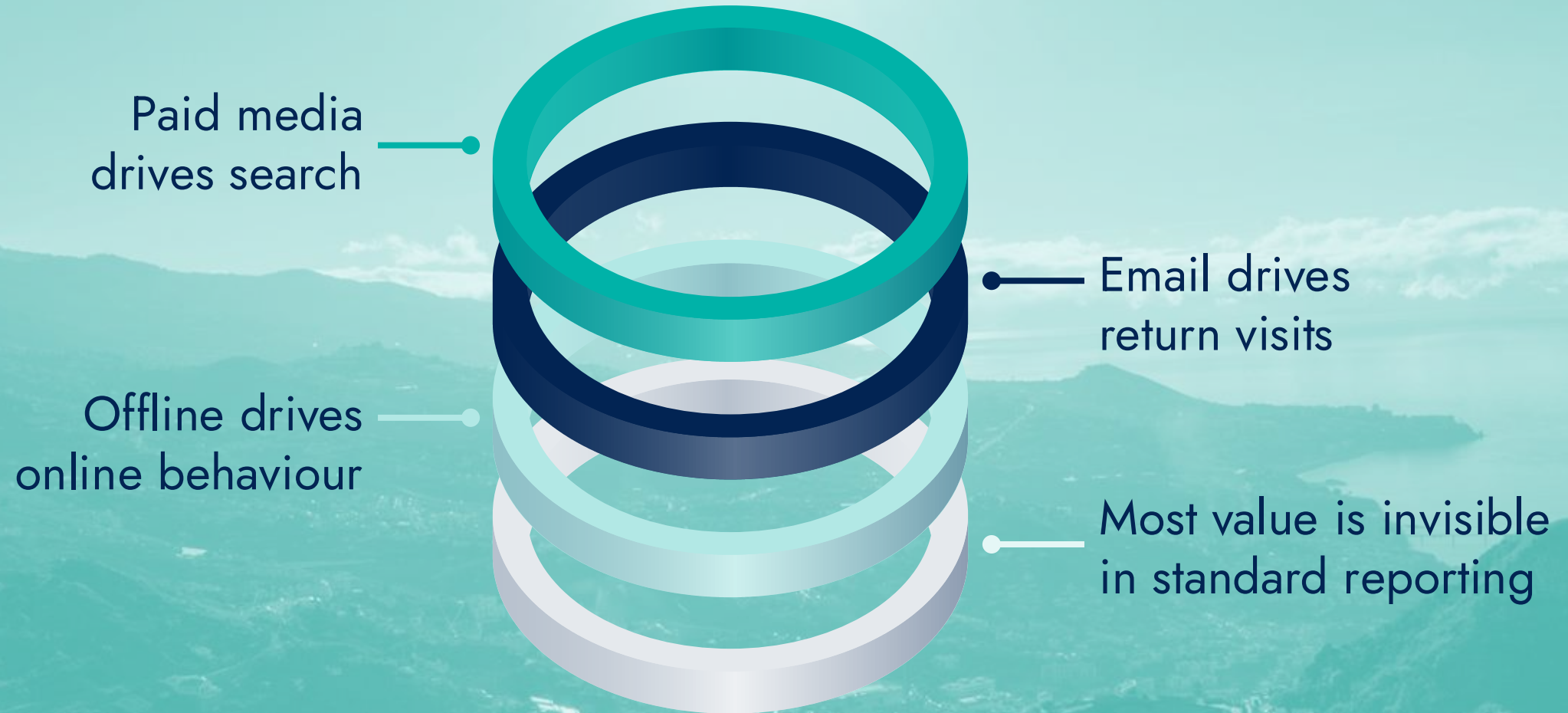
Better customer experience



# The Measurement Problem



# The “halo effect”



# Better Attribution = Better Decisions

Multi-touch attribution

Econometrics v MMM

Incrementality testing

Unified reporting

# Where to Start

1

Smarter budget  
allocation

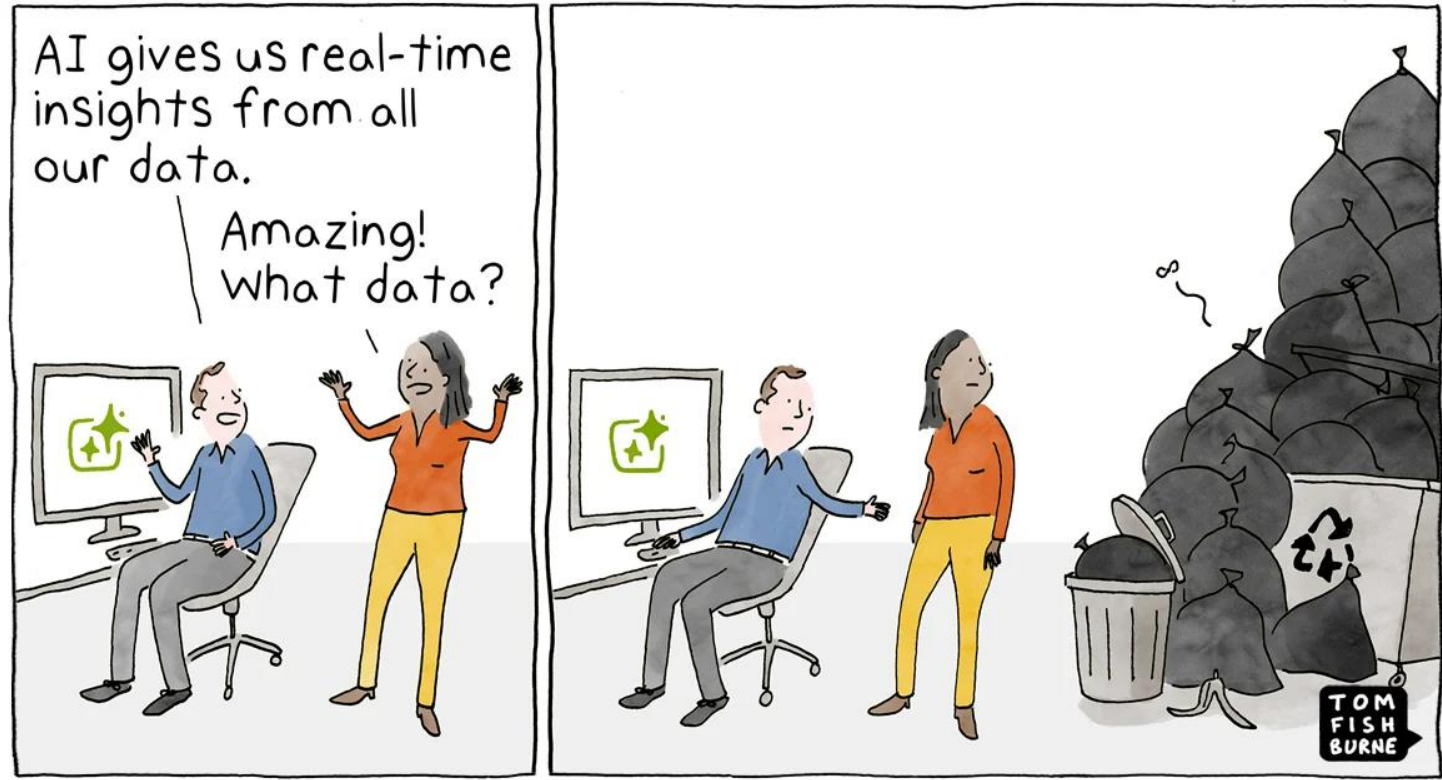
2

Scalable  
growth

3

Confidence  
in marketing  
investment

# AI is Only as Good as Your Data

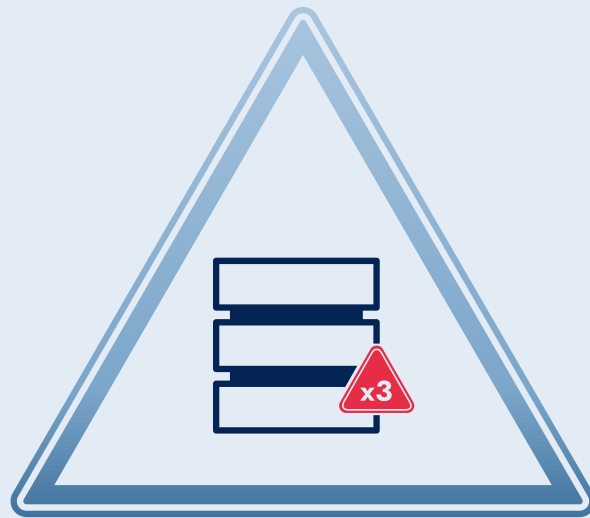


Poor data = Poor outputs

Fragmented data limits potential

Clean, structured data creates advantage

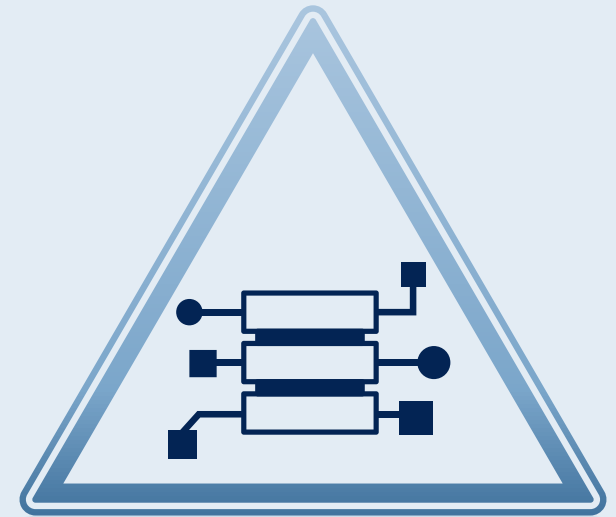
# Most Travel Data isn't Ready



Siloed systems



Duplicate records



Inconsistent structure

# What an AI Ready Database Looks Like



Consistent  
customer  
view

Clean  
and  
deduplicated

Structured  
and  
accessible

Connected  
across  
channels

# Practical AI Use Cases in Travel

- Efficiency v Effectiveness
- Predictive targeting
- Personalised messaging at scale
- Smarter media optimisation
- Customer lifetime value modelling

# The Risk of Standing Still

Rising acquisition costs

Declining efficiency

Falling behind competitors

# Three Things to Take Away

**Better Data**

drives better targeting



**Measurement**

drives smarter decisions



**AI readiness**

starts with your database



# Any Questions?

Claim  
**FREE**  
Travel  
Persona



[www.pdv.agency/abta](http://www.pdv.agency/abta)



**Caroline Routledge**

Associate Director

 [caroline.routledge@pdv.agency](mailto:caroline.routledge@pdv.agency)

 **01923 281 706**

 **07917 543 430**



**Scott Logie**

Head of Data Consultancy

 [scott.logie@pdv.agency](mailto:scott.logie@pdv.agency)

 **01923 281 700**

 **07855 374 949**