

# Celebrus CDP for Travel & Hospitality

## Hospitality and travel leaders use data to deliver frictionless experiences from browsing to booking and beyond

In the turbulent travel and hospitality environment it's critical to unite fragmented data and leverage insights to create a comprehensive single customer view. We understand the challenge of capturing massive amounts of data across channels, brands, and devices to deliver in-the-moment guest experiences that inspire loyalty. Not to mention ever-changing customer preferences and privacy concerns.

Creating a frictionless experience in every interaction demands instant, granular data capture across channels and devices. But that's not enough. To truly honor your guests you must enrich, contextualize, and action it in real-time – milliseconds to be exact.

Celebrus CDP is designed to deliver high-quality, detailed interaction data to leverage customer behavior and preference insights from any channel in true real time. Detailed data is stitched together over time to create powerful identity profiles, fueling an upgraded customer experience with relevant one-to-one hyper-personalization.

Enriched Celebrus data provides visibility into the products and services your individual customers are interested in and connects these insights to decisioning solutions within milliseconds. Next-best-actions are enabled before a page loads, providing highly relevant offers 'in-the-moment' to convert visitors into lifetime customers.

The  
importance of  
deeper, richer customer  
data cannot be overlooked when  
it comes to creating  
memorable guest  
experiences  
that promote  
customer  
loyalty.



**Travel and hospitality leaders choose Celebrus to upgrade the guest experience**



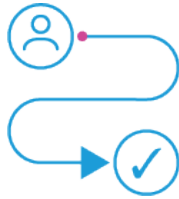
# Celebrus unites real-time customer data into a single unified platform to amplify marketing, improve efficiency, and increase loyalty for valued guests

## Hyper-personalized guest interactions



Improve guest experiences with one-to-one hyper-personalization at scale. Digital event streams and machine learning identify opportunities from search to booking, check-in to check-out, and beyond. Real-time insights enable brands to streamline operations and enhance experiences.

## Optimized cross-channel journeys



Personalize every customer journey by unifying customer data to power analytics and build detailed guest profiles. User interactions are automatically stitched together over time and across channels, sites, sessions, and devices – for all your brands. No more data silos!

## 360-degree single customer view



Truly understand your customers to deliver highly targeted, in-the-moment offers to individuals, beyond the typical broad segment approach. Celebrus captures all customer interactions, from behavior to biometrics, on every channel and device, into one comprehensive guest profile.

## Tagging-free 1st party data capture



Celebrus CDP captures the richest, most accurate customer behavior and experience data across all platforms with a single line of code. Using first-party data increases the volume and accuracy of your data for deeper insight, reduced cost per booking, increased conversion, and greater ROI.



## Accurate marketing insights that convert

Understand your marketing funnel with accurate multi-touch attribution and campaign performance metrics to optimize ad spend. Improve segmentation and create real-time audiences based on real-time customer behavior with improved personalization, media suppression, and lookalike targeting.

## Power lifetime customer loyalty



Put your guests first with data-driven customer service and personalized care. Real-time data feeds the entire organization - from addressing website errors to streamlining the booking process, to notifying guests of travel delays and triggering feedback and survey requests.

## True real-time, actionable intent data



Go beyond the confirmation page to understand price sensitivity, preferences, and opportunities. Comprehensive, lightweight, highly structured interaction data connects to enterprise decisioning solutions within milliseconds to enable a seamless and highly relevant experience for every individual.

## Secure and compliant data solution



Our secure interface controls data collection and conforms to consent changes in real-time. Unimpacted by restrictions faced by others, we're in full compliance with evolving regulations. Get ahead of third-party cookie deprecation by moving your data collection from client-side to server-side.

# Innovating the way communications providers leverage customer data

## Real-Time Identity Graph



**Tailor every session to a customer's interests, regardless of whether the visitor is authenticated or anonymous**

Celebrus CDP enables you to identify channel visitors within milliseconds, so you can deliver a personalized experience in real-time. Celebrus Identity Graph is embedded within your digital infrastructure and completely unimpacted by industry challenges. Our unique solution captures and leverages a range of customer identifiers and interactions to build a comprehensive view of individual identities across channels, even as they move from anonymous to logged in.

## Celebrus CDP Profile Builder



**Maintain the integrity of your valuable customer data while eliminating silos**

The marketing team will ultimately have different IDs and attributes that they care about. Same for the advertising team, the CX team, the data science team, and any other traditional "siloed" team in your business. Celebrus CDP Profile Builder empowers you to build separate profiles for each business unit off of the same data model without impacting the underlying data. No more creating different report suites or properties/apps in traditional web analytics solutions, which creates a mess for maintenance, governance, and compliance.



## Customer Success

### Global airline achieves revenue maximization for every booking and flight with detailed transaction data.

A global airline was focused on growing revenue, with pricing a key lever in total revenue generated. The lack of data and insights into factors affecting price sensitivity for key customer segments was holding them back.

#### Solution:

Celebrus provides detailed online browsing and booking data, enabling pricing models to be optimized by understanding behaviors affecting price sensitivity such as searches for fixed arrival date/time and sorting by flight time. Celebrus captures all pricing factors such as class booked, ancillaries browsed, dates, routes, etc. and compiles flight booking session data to show where expensive fares are selected over cheaper fares. Celebrus provides detailed data for the whole visit, even when a booking isn't made, and can also snap data to offline customer profile and booking history. Over 100 events and 500 attributes are made available in real-time.

#### Results:

- Pricing optimized for individual bookings
- Increased revenue per customer
- Higher utilization of flight capacity

**>\$100M**

revenue generated per year  
for every \$1 fare increase

**\$10Ms**

incremental revenue  
generated

