

CASE STUDY REPORT



The daa's journey to personalised, multichannel customer experiences



xtremepush



“Xtremepush has proven to be an important strategic partner for daa, providing us with outstanding support and guidance. We appreciate their agility and willingness to work closely with our marketing team, helping us to find solutions and roll out effective use cases. They have earned our trust, and we know we can rely on them to deliver on their promises on a day-to-day basis. Xtremepush has given us the ability to execute personalised, real-time campaigns and simplified the challenge of staying GDPR compliant”



Sinead Quish

Head of Consumer Marketing

About DAA

daa (Dublin Airport Authority) is a global airport and travel retail group with businesses in 13 countries. It is a semi-state business, headquartered in Dublin, Ireland, and in addition to owning and managing both Dublin and Cork airports, daa has international airport operations and investments in Cyprus, Germany and Saudi Arabia. daa also operates a successful travel retail subsidiary, ARI, with outlets throughout Europe, North America, the Middle East, India and Asia-Pacific.

Challenges to be solved and project objectives

Xtremepush was chosen to be daa's multichannel engagement, data and analytics partner, supporting its vision to be an airport industry leader.

The initial RFP detailed a number of high-priority objectives, covering multiple aspects of its communication activities, that it would be asking Xtremepush to achieve. daa wanted to centralise data management and ensure a robust GDPR compliant process for existing data, and a better system to acquire new data across all main channels – website and booking engines. Once this was in place, the goal was then to deliver a digital communication tool to help inform and add value to their passengers' experience.

Single passenger view and personalised campaigns

With several websites being used throughout the group's properties, daa required a solution that could identify the same passenger, and track their behaviour and transactions consistently across each of them. The ability to seamlessly integrate the Xtremepush platform with daa's existing Customer Data Warehouse was crucial, in order to deliver an actionable single passenger view.

Specifically, daa aspired to leverage this data through personalised, targeted campaigns in support of core business goals including, but not limited to; service information, news updates, promotion and cross-sell opportunities of their products and services.

The daa's passenger base can be segmented by

behavioural characteristics such as preferred engagement channel and transaction history as well as personal attributes like frequent traveller and holidaymaker. This would all serve to make each campaign contextually relevant.

Unified engagement channels

Having previously relied upon a number of point solutions to execute its engagement strategy, daa required a single provider that could deliver rich communications across email, SMS, on-site messages (or "pop-ups") and push notifications.

Marketer-friendly campaign design and orchestration

daa was eager to bring all campaign design and execution in-house. It required a solution that would allow its internal marketing team to deliver rich, reactive media campaigns at speed and scale without the help of a 3rd party agency or partner.

Some of the core capabilities needed include; advanced scheduling and automation tools, a/b testing, responsive design (smartphone, desktop, tablet etc), structured templates to ensure brand consistency and the ability to create highly-visual campaigns without the need for web development or coding skills.

GDPR and consumer privacy compliance

Another essential requirement of the daa was for a robust customer consent and permission management system. Marketing permissions obtained across the daa's various websites and apps are centrally collected in a single repository within their data warehouse. This data would need to be passed on to the Xtremepush platform to ensure that all marketing newsletters and offers, as well as service updates, are delivered only to those customers who have opted in to receive them. And the Xtremepush platform would in return need to pass on all unsubscribes and opt-outs back to the data warehouse.

Data and analytics dashboard and reporting

The Xtremepush platform would be used to help daa understand and report on key campaign metrics (open rates, conversions, unsubscribes etc) across all of their engagement channels.

This would allow the marketing team to be self-sufficient and quickly assess the commercial impact and ROI associated with each campaign.



"I would not hesitate to recommend Xtremepush from a technical perspective. The private cloud deployment was handled professionally and efficiently. Data sovereignty and compliance are paramount to us, and Xtremepush understands this completely. We have full confidence in their ability to protect our customers' data in transit and at rest. Overall, their integration, onboarding and support teams are excellent, and are clearly dedicated to ensuring their clients' continued success".



Marc Mullan

VP Data & Analytics

Solutions and use cases

Deployment, integration and time-to-value

As per daa's requirement, the solution was deployed via private cloud. This gave them exclusive use of dedicated resources, ensuring optimal standards were guaranteed at all times. daa went live with its first engagement campaign within 8 weeks. Xtremepush also integrated with daa's data warehouse, giving daa a genuine Single Customer View and allowing it to action its customer data as part of real-time engagement campaigns.

Upselling of services and GDPR compliance at scale

Through relevant, real-time on-site messaging, daa is able to upsell key services and drive additional revenue. For example, when a customer is set to arrive at a particularly busy time in the airport, they will receive a marketing message promoting the Fast Track service, which allows them to get

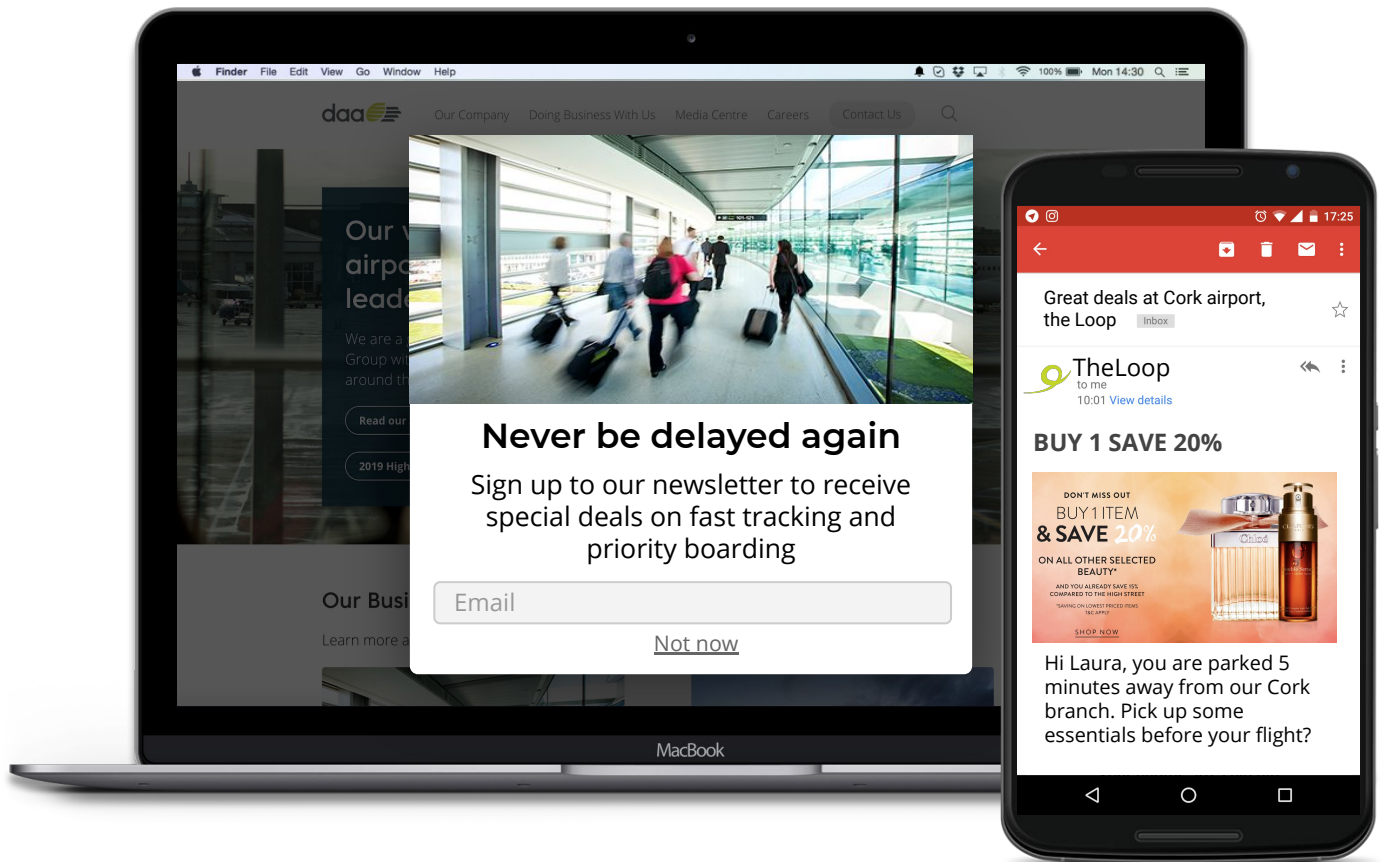
through the security checks quickly. This campaign is built around smart audience segmentation and automated customer journeys orchestrated on the platform.

In addition, daa wanted to rebuild its marketing email subscription list in full compliance with GDPR. Xtremepush delivered an on-site solution that makes it easy for daa's customers to opt-in and out, as well as giving them total control over their consent.

Driving revenue at The Loop

The Loop is a world-class retail brand, owned by ARI, operating two physical stores in both Dublin and Cork Airports, alongside a global online service across all of their websites. Through targeted engagement, based on when travellers have booked car parking services for example, the marketing team is able to deliver timely offers and content through email.

The engagement rates for these campaigns have been excellent, with open rates between 20-40% and click-through rates between 3-10%, both well above the average figures for promotional emails.





“The experience that Xtremepush has when it comes to email is obvious. I have worked with several email providers over the years, and the Xtremepush solution is outstanding. The email builder tool is intuitive to use and allows us to create new campaigns quicker than ever before. No matter what we want to do with our emails, they find a solution that suits us perfectly and delivers results”.

Sinead Quish, Head of Consumer Marketing



“During the tender process, we were looking for a provider that could integrate quickly and seamlessly with our existing tech ecosystem. We were impressed by the open architecture of the Xtremepush platform, which allows us to feed data into it from multiple sources and create a unified Single Customer View. The speed at which the team at Xtremepush delivered this was outstanding and we were live within just 4 weeks of deployment”.

Marc Mullan, VP Data & Analytics

[Schedule a demo of the Xtremepush platform](#)

or contact us at info@xtremepush.com