

BD4



CASE STUDY

easyJet
holidays

**AI-driven
personalization:**
How easyJet holidays
is providing relevance
at scale

While the easyJet brand is very well-known, easyJet holidays is a relatively new company with a startup approach. Providing great value city and beach holidays to muchloved hotels in over 100 destinations, easyJet holidays recently set up a new in-house management and booking model and launched a new website.

Their digital team takes an agile approach to deployment, continually testing and revising the presentation of content and offers, and is data driven in its decisions for optimizing the experience for their customers. To optimize each user's individual experience easyJet holidays implemented BD4's suite of personalization solutions, allowing the most relevant products and promotions to be shared with each individual website visitor.

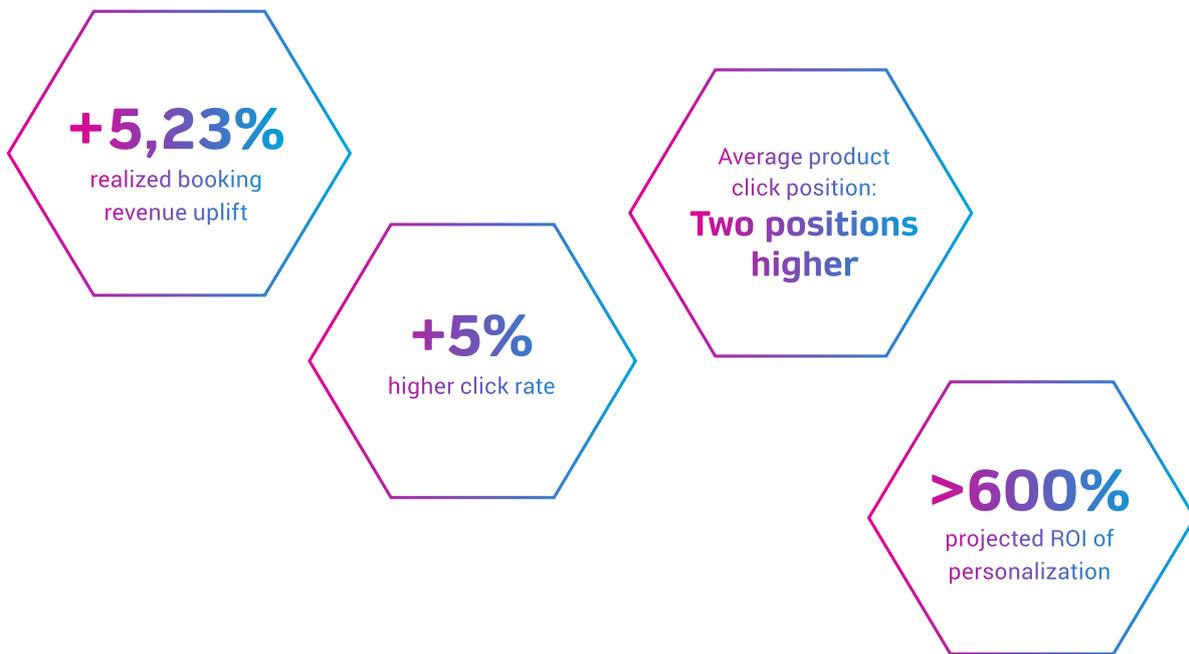
»We want to help customers find the best holiday to meet their requirements in the easiest way possible. It's up to us to present the most relevant choices which best suit what they are looking for. And we also continually experiment and measure the impact of each approach to understand the behavioural changes of our visitors so we can adapt and respond in the most appropriate way.«

says **Ian Chambers, Director of Digital.**

The screenshot displays the easyJet holidays website interface. At the top, the navigation bar includes 'easyJet holidays', 'Holidays', 'Flights', 'Destinations', 'Deals', 'Travel info', and 'Protection promise'. Below the navigation, the search criteria are shown: 'From London Gatwick', 'To Belek', 'When 04/06/2021 - 11/06/2021', and 'Who 3 guests, 1 room'. A filter section allows users to refine results by Board, Destinations, Rating, Holiday type, Airport, Facilities, Duration, and Price. The search results show 35 holidays, sorted by Recommended. A prominent offer for 'Paloma Grida' in Belek, Antalya, Turkey is featured. The offer includes a 'Protection Promise' badge, a 'We love' badge, and a 'Book today for £60pp refundable deposit' badge. The holiday details are: Family Holiday, All inclusive plus, Double Room, Fri 4 June 2021, 7 nights, London Gatwick (LGW) to Antalya Airport (AYT). The price is shown as 'from £495 pp' and 'total £1,483'. A 'View holiday' button is visible at the bottom right of the offer card.

Personalization Success

By implementing personalized search result lists which sort the available holidays by personal relevance, easyJet holidays increased their revenue and visitor engagement, including retaining customers in the early stages of the booking process. The results from a six-week A/B test on the impact of personalization on conversion and average booking values proved conclusive:

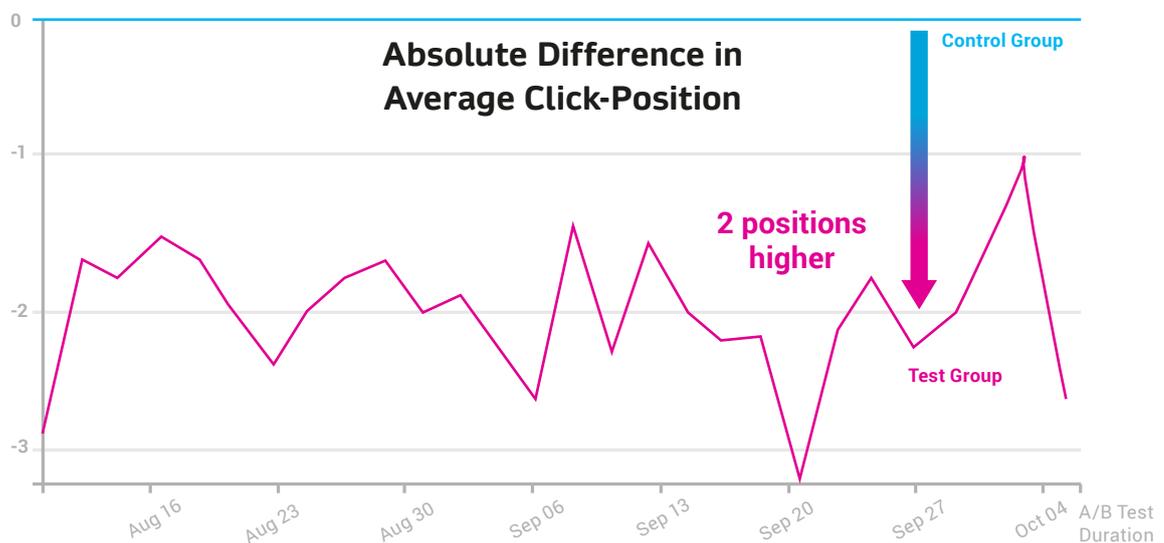


Aggregated Additional Revenue of Personalized Result Lists



»The personalisation technology we're using with BD4 is really exciting, and it seems our customers agree. We've improved the **average click position of a converting holiday by two positions**, and there are even cases where we've brought holidays from the **third page all the way up to the first**. Helping our customers make their decision faster and in fewer clicks is a great result for them and us«,

explains Alex Black, Digital Experience Manager.



Presenting relevant offers

With BD4's solutions providing new capabilities, easyJet holidays' digital team is able to drill into all aspects of the booking journey, achieving a greater understanding of how their users are adopting the new AI-driven shopping support and providing a more personalized user experience. Their forward-thinking commercial team is also exploring how to best adopt the more personalized approach to selling travel, moving from manually curated lists of holidays and hotels to a more automated process, which will help drive their commercial KPIs.

Like Netflix and Amazon, easyJet holidays is utilizing AI to better understand its customers and provide the most relevant and engaging recommendations. This enables customers to review holiday choices from a **highly relevant product set**, matched to their profile. The technology also allows easyJet holidays to weight products relevant to the individual customer: this allows users to retain a tailored digital experience whilst easyJet holidays can manage commercial partnerships, providing increased visibility of preferred products without impeding the customer experience.

According to Alex Black:

»The sky's the limit when it comes to using this tool. We knew how customers behaved but in the current climate, it is very variable. We have to adapt our approach to the data we see, and understand our customers' changing behaviour. My aim is to improve our understanding of their reactions to holiday types and themes, for example, the differences between beach holidays or city breaks, luxury or family holidays. We really want to use this tool to help us learn what all these different user profiles look like and how we can best serve them.«

In order to expand the personalized experience, the easyJet holidays team is now exploring where to use the display of personalized holiday recommendations across its portfolio, and how to further integrate and manage sponsored listings.

Why BD4?

easyJet holidays chose BD4 because they wanted to create the most customer-driven travel booking site, with full feedback from visitors being acted on throughout their buying lifecycle on an individual basis.

»The BD4 personalisation platform is incredibly intuitive. The insights and guidance from the BD4 team enable us to optimise and identify opportunities at a really strong pace«, says Alex Black.

How to provide relevance at scale?

easyJet holidays created tests, running a manually created list of hotel properties against a list generated by BD4's AI. The AI-presented recommendations saw improved revenues and bookings – the result of being placed in front of the right customer at the right time – matching the key attributes of the holiday to the user's profile.

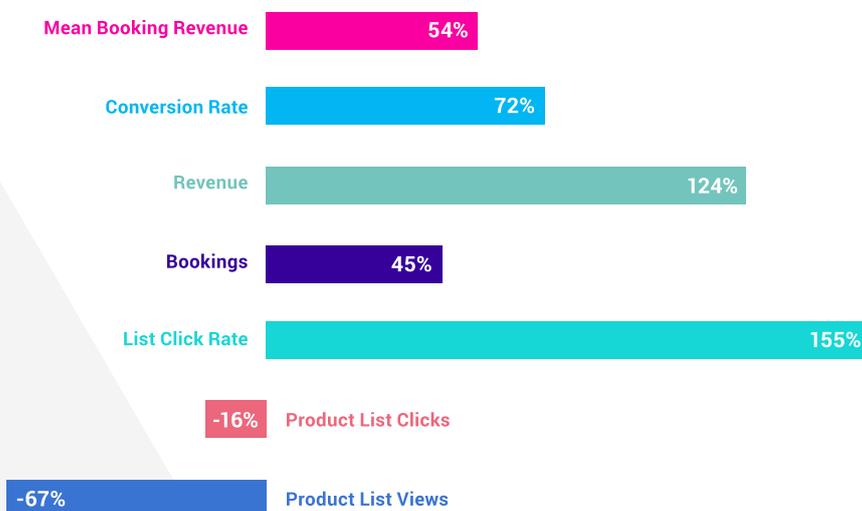
Interestingly, the AI needed less interactions in terms of views and clicks to achieve this result. The residual traffic was then used to present even better fitting options – again supporting higher conversions.

- **67% less website visitor product views**
- **Higher click rate: improved by 155%**
- **Higher bookings: up by 45%**
- **Higher conversion rate: enhanced by 72%**
- **Higher mean revenue per booking: increased by 54%**

Key learning

Relevance is key: showing the right product to the right user at the right time will deliver **instant value, increased engagement and more bookings** at a higher rate. AI is able to drive relevance in product displays in real-time.

Difference of the Personalized Test Group





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Discover how an anonymous user can be treated as an individual with personalized offers, in **your own demo** of BD4's artificial intelligence software.

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To find more resources about AI-based personalization in airlines, travel and retail, visit [🔗 www.bd4.ai/resources](https://www.bd4.ai/resources) and dive into our other white paper, case studies and infographics.

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