

BD4



USE CASE



Learning to let go

How to optimize
and monetize digital
traffic and profit
from non-customers

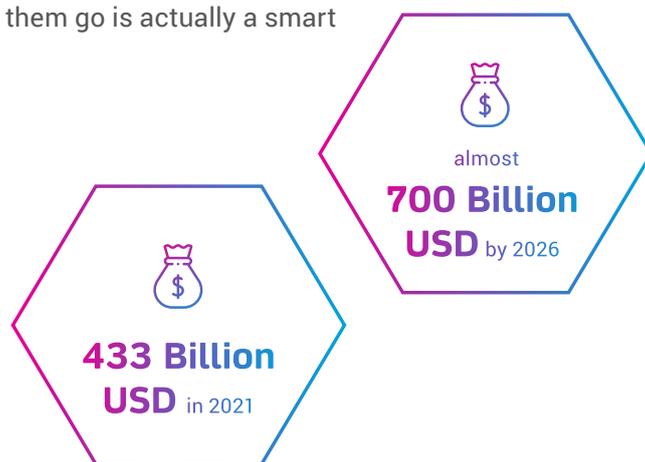


Crafting eye-catching digital advertising campaigns and the perfect email content to encourage click throughs is the focus of marketing teams around the globe, each seeking the ‘eyeballs’ of an increasingly savvy digital audience. At the same time, attracting traffic to a website can be costly – both in terms of time and money.

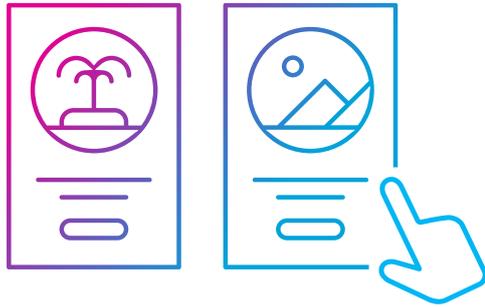
After fighting so hard to cut through the noise and secure visitors to your website, it might seem counterintuitive to encourage users to leave your site without booking – but learning to let them go is actually a smart business strategy.

Today’s online travel marketplace

The **online travel market** was worth around **433 billion US dollars** in 2021 and is tipped to reach **almost 700 billion USD** by 2026. **Two-thirds of revenue** in the global travel and tourism market was generated from online sales.



Digital travel sales is here to stay – and the travel industry is responding by shifting its advertising spend to digital, **reaching almost 6.1 billion US dollars pre-pandemic**, in a bid to capture the minds and money of travelers.



The problem with digital visitors

Once a travel company has a user on their site, many rely on that person's active input to define what type of holiday or trip they are looking for. Search bars allow users to scope their travel based on a range of factors: budget, destination, length of stay, type (safari, ski, beach, city etc), accommodation star-rating, and more.

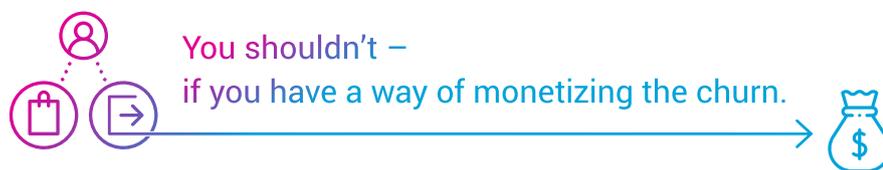
But with **up to 22% of users** at any time using websites purely for holiday inspiration (with little to no intention to book), conversion rates for travel websites are often lower than in the wider ecommerce landscape. Being able to identify which users are likely to convert into bookers – either during that visit or a future one – and accepting that not all users are of equal worth is key to boosting the efficiency and profitability of your website.



Identifying the right user to let go

Having spent time and money attracting users to your website, travel companies – whether airlines, accommodation providers, rental car companies or tour operators – need to consider each user’s individual needs and wants.

The concept of a targeted audience is omnipresent, but delving deeper and understanding **regrettable versus unregrettable churn** is new to most companies. When it takes effort to attract customers, why lament losing those users who are not your target customer and highly unlikely to ever buy from your company?



Taking the right perspective

That's where **profiling and decisioning technology** comes to the fore that scales up to your entire audience. User profiles built upon behavioral data analyzed by AI can shape the digital customer experience – but to effectively monetize digital traffic, websites need to go deeper to obtain, analyze and act on thousands of user signals, both directly provided by users and deduced from their behavior.



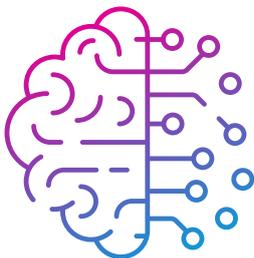
Understanding a user`s intent

Understanding a user`s intent requires sophisticated technology that can work in real-time and at scale. **Live online profiling** uses Artificial Intelligence (AI) to facilitate a seamless and speedy reaction to customers – but it can also identify those who aren`t likely to convert either on their current visit or future visits. Profiling and decisioning platforms such as **BD4** process thousands of user signals to create a live profile which can help travel companies monetize digital visitors with no intent to buy.

Identification of each individual user`s intent is vital – rightfully so, companies should not send likely customers to a competitor. On the contrary, for those users unlikely to purchase (e.g. identified by an AI-driven user lifetime-value classifier), sending them to a third party advert is an attractive business opportunity.

Optimize the digital experience

Travel companies offer a plethora of products and services, but there`s not always a fit for every website visitor. Whether you`re a high-end tour operator and have a bargain-break hunter visiting your site, or you`re an airline-affiliated holiday company and users are browsing your destinations for inspiration before booking on a different carrier, technology can help you identify and commercialize predicted non-customers.



Deploying AI across digital experiences optimizes the performance and commercial value of traffic. AI-driven profiling provides an understanding of the intention, interest, churn risk and buying probability of each potential customer – and the commercial value attributed to each. Not all customers are right for every business, but non-customers can still be valuable commodities if channeled appropriately.

By optimizing the user experience to diversify revenue streams, travel ecommerce companies can follow the lead of media companies and travel review sites in displaying third party advertising – but doing so in a highly sophisticated way, targeting only those identified as not likely to convert.





Impact – Monetizing digital traffic

Monetizing digital visitors who will not convert is an easy way of boosting your revenue. This concept can be very much in the interest of the user – they find a better place to shop, more suited for their needs. Consequently, it's a win/win for all parties involved.

The more a travel company understands its visitors, including anonymous users and those of them who are non-customers, the better it can serve them digitally. When a travel company knows when to let go of a website visitor – having identified them using thousands of user signals as a non-customer – the visitor can be influenced in their onward digital journey to relevant advertising partners. This can even elevate the brand experience to satisfy the needs of each user, even if it doesn't lead to a direct booking.

A deeper understanding of users

By using predictive, AI-driven models fueled by extensive 1st party behavioral user data, it is possible to predict – with valid probability – which users will not convert on an ecommerce platform.

One of the biggest challenges perceived by travel providers is the hypothetical 'ownership' of their users – often forgetting that a user searches multiple websites for inspiration and planning before purchasing. When last reported by Skift, this figure was **as high as 38 websites** visited by travelers before booking. Many of these websites are already monetizing visitors via display ads: if you don't take a piece of the cake, someone else will. You may still decide this is not in sync with your brand beliefs – but then you must be able to afford it.

Facilitated by detailed user understanding, travel companies are able to strike a balance between showing adverts to otherwise unengaged or irrelevant users, while focusing on driving qualified traffic deeper through the sales funnel.



BD4 uses AI-driven profiling and decisioning capabilities to solve its customers' problems and achieve commercial targets.



Book your personal demo!

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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