



SOLUTIONS



TRAVEL & HOSPITALITY

**Location-based and Personalized Engagement**

One of the busiest airports in the world engages 78 million visitors annually and drives revenue for its 300 retail stores, restaurants, lounge, and even children's play area with targeted campaigns

Challenges

- Get smarter with the massive database of information on 30 million contacts
- Build customer profiles that connect the dots, identify preferred channels and identified loyalty status
- Optimize the digital experience across the experience and across channels, from the web, to email, and mobile app, as well as the in-person experience

Key Results



Integrated data across touchpoints and leveraged Adobe IDs to encourage customers to engage and shop through web, mobile, display and stores



Emails are triggered by specific actions, as well as location-based beacons throughout airport, increasing relevancy and real-time offers



INCREASED email click-through rates up to 25%



INCREASED average spend per customer by 60% through personalized offers in campaigns



Adobe Campaign allows us to personalize emails to get the right offers to customers. We're delivering messages that pique our customers' interests and makes them want to learn more, which has helped us improve open rates and achieve click-through rates as high as 25%."

Stuart Irvine
Analytics and Optimization Lead, Heathrow Airport

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