



SOLUTIONS



TRAVEL & HOSPITALITY

Journey
Management

Online travel agency redtag.ca differentiates itself from other travel brands and continually improves customer experiences with actionable insights from customer data

Challenges

- Improve insights into cross-channel business activities
- Stay on top of significant activity on the site to identify opportunities
- Avoid issues that go unnoticed and impact revenue and customer satisfaction
- Manage more complex engagement strategies across channels

Key Results



Adopted data-driven strategies



INCREASED Email Opens, Click-Throughs and Time Spent on Site



Connected each step in customer journey



Put customers at the center of experiences

[Watch the Video](#)[Read the Story](#)

Adobe Campaign and Analytics enable us to remove friction from the overall process, develop true cross-channel experiences, measure engagement, and see where mobile experiences drive more customers to higher-converting channels with higher average order values.

Roberto Gennaro
Chief Digital Officer, Redtag.ca

