



CASE STUDY

SUCCESS OF DATA-DRIVEN
CAMPAIGN FOR RAINBOW





The key to achieving success in the campaign for Rainbow was to understand the customer's needs and create a mechanism which enable offer to be tailored to clients needs.

MAIN GOAL: Increase the conversion rate when selling trips

The most important criterion for choosing the right vacation trip is the individual preferences of each user. That is why we have created a mechanism based on machine learning, examining the criteria that the person looking for a trip is guided by. Based on the results obtained by machine learning, we showed dedicated dynamic creation to user, including a palette of trips that meet that person's requirements. Thanks to a much wider approach than just browsing history, we could increase the sales of occasional trips, such as the last two places for a given date.

103

Number of analyzed criteria in the machine learning

600_k

Quantity of analyzed unique customers decision paths

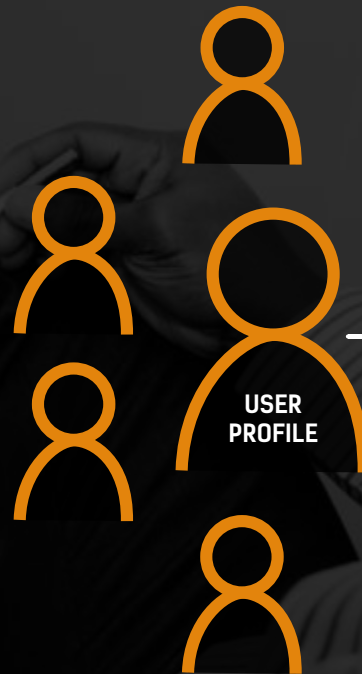
+43%

Increased conversion rate

MACHINE LEARNING

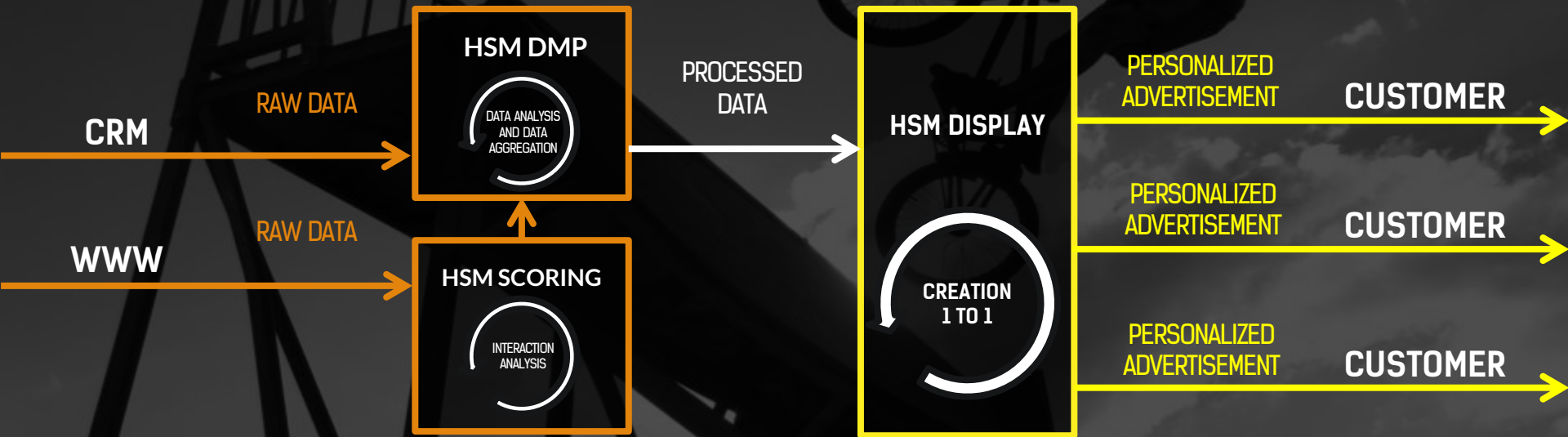
The basis of the mechanism of choosing the offer displayed in the advertisements for a single user was machine learning.

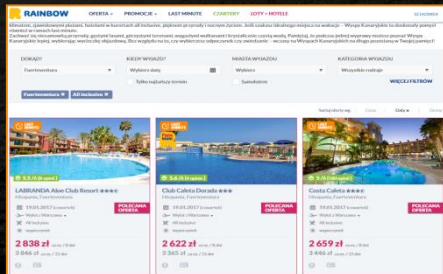
Machine learning analyzes all existing user paths (regardless of conversion) and on that basis tries to predict offers that may interest the user on the basis of criteria selected by him.



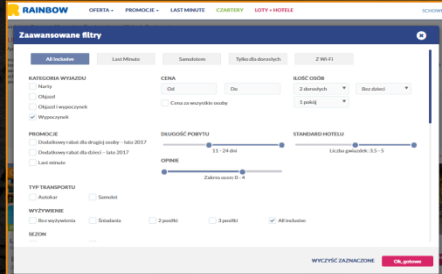
USER	#46782649127432
COUNTRY	SPAIN
TYPE	ALL-INCLUSIVE
RANGE OF PRICES	1500-2500 PLN
+ANOTHER CRITERIA	

TOOLS





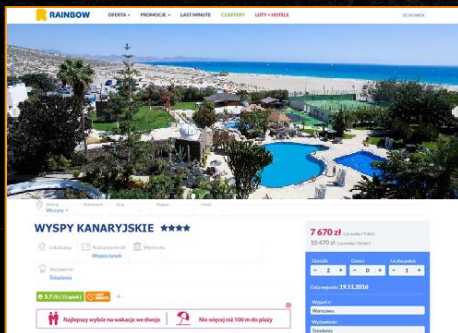
Using web analytics tools, we examine users interest in trips.



We combine information collected from the history of earlier visited trips with the search criteria used by user. In this way, we create its full profile, which we will use in the further part of the activities.



Displayed dynamic creations for each one user individually was created on the basis of earlier collected criteria such as direction or number of people for whom he was looking for trip.



Creation moves to landing page with selected trip in variation counting user's criteria. After purchase has been completed, we switch off the campaign for that customer - we respect his peace of mind and we save the budget.



Because we know user's preferences, we show him not only trips he used to browsing but also other ones that comply with his criteria. Thanks to this, we can deliver him special offers, just like last two seats to the Canary Islands, which he was looking for. Creations are displayed in rotation.

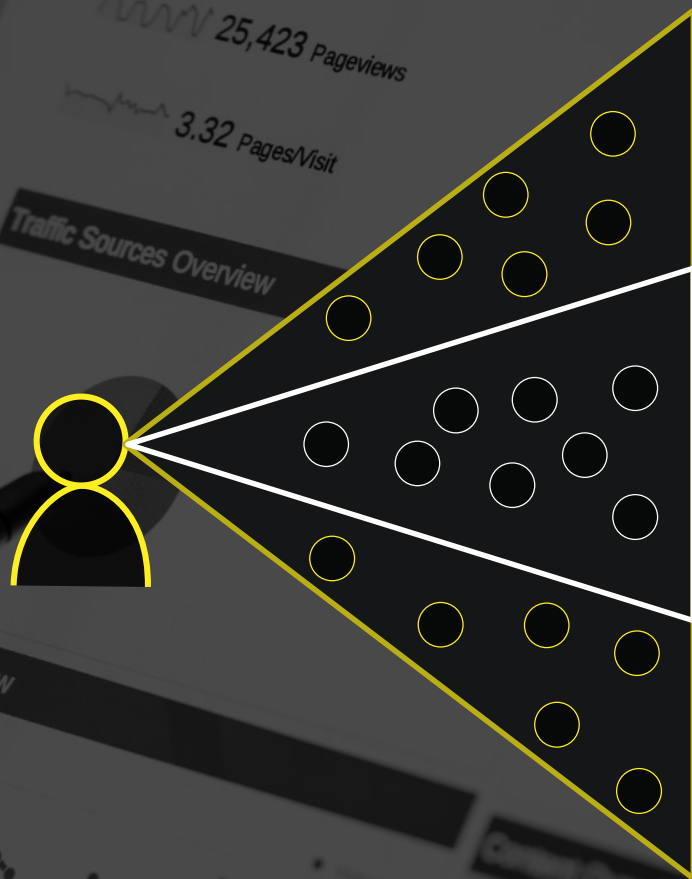


PRODUCT HORIZON

User who searches for the ideal holiday looks through dozens of offers. Often he will not even see all of them.

Machine learning searches for potential offers tailored to users from all available on R.pl website, which means that we can show them trips they were not aware of.

Thanks to this, we are expanding their product horizon.



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THE CAMPAIGNS REALIZED BY BLUERANK AND HITSPOT MEDIA ALLOW US TO **CONTINUOUSLY IMPROVE EFFECTIVENESS** OF OUR MARKETING COMMUNICATION ON THE INTERNET AND **INCREASE SALES**.

IN A VISIBLE WAY, THEIR ACTIONS SHORTEN THE WAY OUR USERS CHOOSE THEIR DREAM VACATION.

”

MICHAŁ JAWORSKI

Digital Marketing Director
Rainbow



TO HIT THE SPOT - *to be appropriate and satisfying*

być odpowiednim; zaspokajać potrzebę;

STAY IN TOUCH

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