



Web Analytics Help AIRMILES Results Soar

AIRMILES selects Unica® NetInsight® for its rich functionality, excellent performance, and open data warehouse schema

BACKGROUND

AIRMILES is the UK's most popular travel loyalty scheme. Founded in 1988, AIRMILES is also the UK's longest running loyalty program and currently has an impressive eight million collectors. It is best described as a "frequent buyer program", as AIRMILES are collected on everyday spending as opposed to flying frequently. AIRMILES is a fully owned subsidiary of British Airways Plc.

THE CHALLENGES

Optimizing their customers' journeys before they leave home!

AIRMILES operates in a highly competitive industry where its potential customers have an ever-growing number of loyalty schemes vying for their attention and countless promotions to encourage them to find the best deals online. Significantly for AIRMILES, the last four years has seen a shift from the domination of telephone-based transactions to a situation where online transactions account for nearly 50% of all bookings. This trend made the need for a robust web analytics solution a business imperative. In essence, AIRMILES recognized that the customer's "first journey" with them occurred when they visited the corporate website. The navigation paths and customer's experience here needed to be easy and intuitive to encourage repeat visits and, ultimately, bookings.

A strategic review followed to identify appropriate solutions. It was jointly conducted by the IT department, the customer insight team, and both the marketing and finance departments. The aim was to allow AIRMILES to fully optimize the customer journey on their website and leverage the profit potential of this channel with targeted marketing campaigns. Internally, the

business needed a flexible web analytics tool that could provide them with meaningful insight in the form of faster and more detailed reports on all aspects of their web activities, including: traffic analysis, visitor click stream analysis, campaign performance tracking, and technical and content analysis.

Following an in-depth search of the market, several products were reviewed before AIRMILES proceeded to evaluate two products in detail. Unica's NetInsight was the clear winner, selected for its rich functionality, excellent performance, and open data warehouse schema. However even more critically, it offered the built-in flexibility to deal not just with AIRMILES current data, but also to allow users to query valuable historical customer data.

"In order to leverage the full capabilities of web analytics and gain real customer insight it was essential that we were able to interrogate and generate reports from historical data. As all the data is available, NetInsight does not limit the questions that may be asked. We can easily drill down to any level of detail, and unanticipated 'cross tab' views are readily generated. Any solution that does not hold all the data accessibly online operates in a straightjacket of its own making!" commented Jukka Kamarainen, Technical Consultant, Architecture, AIRMILES.

THE SOLUTION

Unica NetInsight

AIRMILES worked closely with the web analytics consultants from their reseller, Scientific Computers Limited (www.sclanalytics.com), to deploy the Unica NetInsight solution. Where appropriate, it was personalized for the needs of all the users within the business, especially

KEY BENEFITS

- 50% reduction in online errors
- Increase in revenue from a rise in the number of completed shopping baskets
- Speed and quality of data and reports, which adds real value to the business
- More efficient conversion processes, which enhance customer experience
- Improved visibility of campaign effectiveness
- Ability to target offers to customers based on known preferences and web-browsing activities
- Improved online customer journey
- Optimization of IT time and resources

NETWORKING AND IT ENVIRONMENT

- Sparc/Solaris/Oracle, Dual processor v240, G2GB of RAM, 4-6 300GB RAID SCSI disks

the marketing team, who actively use it for campaign management and performance analysis.

NetInsight stores data in an open data warehouse schema which was considered a major technical advantage, as it greatly simplifies future integration with other systems. NetInsight runs on nearly any relational database and most platforms.

AIRMILES deployed NetInsight on an Oracle/Solaris based platform. The hosted system it replaced had been running successfully, but then ground to a halt as AIRMILES introduced new pages and fields/tags, increasing reporting time and complexity until it became unworkable.

Unica NetInsight is now actively being used within most of the business units at AIRMILES. “Without exception, the users have found it simple to learn and easy to use. The training requirement has been minimal and the quality and consistency of meaningful, real-time reports has enabled the teams to tailor a better online customer experience”, remarked Jukka.

Equally important, the findings from the web analysis can now be used to target more relevant and personalized offers to AIRMILES customers and according to the marketing team this approach has already resulted in uplift in the number of completed shopping baskets and customer satisfaction ratings. “In the past we were compelled to send a standard set of offers to all our customers, regardless of their preferences. This is clearly not ideal, as it results in a lot of wastage and it lacks personalization. Using the analysis from NetInsight, we can combine customer profile information with the search data from previous site visits to more accurately target offers to our customers,” said Stephen Scott from AIRMILES’ Online Marketing team.

NetInsight uses session cookies to correctly identify customer movement across the anonymous and authenticated portions of the website while using customer IDs to track repeat visitor activity. The built-in flexibility means that it scales easily to accommodate the needs of ad hoc non-experienced users, right through to the more sophisticated demands of a web master or power user.

Unica NetInsight and the experienced team at SCL has helped AIRMILES enhance their marketing analytics and provided a process for the continual optimization of their online presence and the management of their marketing campaign results. Having a comprehensive view of conversion scenarios (e.g., how their customers arrive at their site, how they move around while on the site and ultimately book something or abandon their search) is very revealing. Jukka concludes, “This knowledge enables AIRMILES to continually refine the site and make improvements that are able to improve the success rate of completed transactions. Investment in Unica NetInsight, coupled with SCL’s expertise, has made a major positive impact on the way we do business at AIRMILES, and we expect that it will continue to play a vital role in evolving and growing our online business”.

AIRMILES CUSTOMER FACTS

- Total number of AIRMILES collectors = 8 million
- Total number of registered online users = 600k
- Average number of page views per day = 200k
- Average number of unique visitors per day = 18k
- Average number of registered users per day = 2k



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| Unica Corporation | Australia |
| Worldwide Headquarters | Belgium |
| Reservoir Place North | France |
| 170 Tracer Lane | Germany |
| Waltham, MA 02451 | India |
| USA | Netherlands |
| T +1.781.839.8000 | Singapore |
| F +1.781.890.0012 | Spain |
| E unica@unica.com | United Kingdom |
| www.unica.com | United States |

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CS-AIRM-0709-PDF

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