USE CASE: CUSTOMER & SALES JOURNEYS

Personalising Every Step in the Journey from Search to Booking

CHALLENGE

A leading online travel company in the Middle East had rich search, browsing and booking data but showed most users the same pages and sent generic campaigns. Abandoned carts went unrecovered, cross-sell was manual and campaigns could not carry live prices.

HOW AI WAS APPLIED

Recommendation engine: Searches, views and transactions power similar-user and similar-hotel picks.

On-site widgets: Personalised content for new, returning and registered users.

Real-time gateway: Requests route to cached or live recommendations as needed.

CRM integration: Live price and coupon APIs plus CDP segments power abandonment and cross-sell.

OUTCOMES

+10-15%
Recovery of abandoned bookings

~2x
Click-through on personalised vs. generic campaigns

3
User personas personalised: new, returning and registered

Source: client-reported outcomes from the engagement. Figures are rounded.

Material is a global growth intelligence company.

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