Reaching gastronomy tourists at the individual level: possibilities and strategies

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In a nutshell...

1. Massive amount of behavioral data now available at individual level ("watch what I do, not what I say")

2. Yields better prospecting, more persuasive marketing

3. Two ways you can capture benefits:
   - Partner with organizations who have customer data, science, and marketing infrastructure
   - Use the most advanced marketing channels yourself
The potential...

Organizations that leverage customer behavioral insights outperform peers by 85% in sales growth and >25% in gross margin*

How can you access?

1. Find a strategic partner who is already a Big Data Ninja

Key: Data, Insights, Execution at Scale
### Example: Top 10 Global Airline

<table>
<thead>
<tr>
<th>Massive Customer Data</th>
<th>Selected Insights</th>
<th>Execution at Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>‣ 90M customers</td>
<td>‣ Who <em>often travels for pleasure</em> – or adds pleasure to business</td>
<td>Can identify the <strong>12 best treatments and offers</strong> for each customer and send out <strong>20M+ destination + product recommendations per month</strong> through the best channel.</td>
</tr>
<tr>
<td>‣ 1,000M+ booking records</td>
<td>‣ Who seeks <em>food-centric experiences and culinary destinations</em></td>
<td></td>
</tr>
<tr>
<td>‣ 900M page views</td>
<td>‣ Who is <em>most likely to add partner services</em> to trips (e.g., hotels, restaurants, experiences...)</td>
<td></td>
</tr>
<tr>
<td>‣ 90M service events</td>
<td></td>
<td></td>
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<tr>
<td>‣ 30M loyalty records</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‣ 30,000 ad campaigns</td>
<td></td>
<td></td>
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<tr>
<td>‣ 16,000 brochures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‣ 500+ destinations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‣ Co-brand credit card data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>‣ 13,000 partners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>...and that’s just internal data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3,500 Signals in all
Using machine learning algorithms to understand the “spend passions” of each individual card holder...

...vastly improving joint marketing campaigns with partners

*Major US Home Improvement Store
2. Use channels that allow you to understand individual behavior at scale

Key: Internal talent and know-how
Example: What Google Knows About People, Food, and Culture

Risers
Ranked by volume of searches

Sustained Risers
Ramen
Rigatoni
Bibimbap
Linguine
Empanada
Uncured Bacon
Bundt Cakes

Seasonal Risers
Pho
Overnight Oats
Bitter Melon
Cheese Curds
Pork Shoulder
Smash Cake
Gender Reveal Cake

Rising Stars
Turmeric
Jackfruit
Cauliflower Rice
Sourdough Bread
Funfetti
Vegan Donuts
Do It Yourself

Google/Facebook/Instagram/Other Optimization Capabilities (internal + agencies)

Paired with strong “traditional” marketers and creatives

Build It Yourself

New:

Machine Learning Scientists

Customer Data Platform (Big Data technology)
3. Develop Your Influencer Strategy

Key: Endorsers and Ambassadors
Thank You

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