



# AIRLINE SEES 4X INCREASE IN CONVERSION RATE USING PERSONALIZED VIDEO

## INTERNATIONAL AIRLINE SUCCESSFULLY TRANSFORMS THE PRE-FLIGHT PROCESS TO A UNIQUE AND ENGAGING EXPERIENCE

### THE STORY

Creating a positive and engaging experience is essential for brands who wish to keep customers happy and increase brand loyalty. One of the world's leading low-cost airlines decided to create such an experience using a personalized video.

The video included an exclusive message for each passenger with relevant flight information and various options to enhance the flying experience before arriving at the airport. The results of the video were remarkable with more than 90% of the passengers printing their boarding passes in advance, and an additional 10% purchasing seat upgrades and in-flight products.

By launching a personalized video campaign the airline strengthened its relationship with existing customers, as well as, increased revenue.

**82% OF THE AIRLINE  
PASSENGERS PRINTED  
BOARDING PASSES AT  
HOME, 4X THE  
INDUSTRY AVERAGE**

- **75% OF TRAVELERS USE A TICKET COUNTER OR KIOSK BEFORE SECURITY**
- **16- 18% OF PASSENGERS USE MOBILE BOARDING**
- **20% OF TRAVELERS PRINT A BOARDING PASS FROM HOME**

\*STATISTICS COURTESY OF SITA SURVEY

**THE AIRLINE SAW AN OPPORTUNITY TO SAVE TIME USING PERSONALIZED VIDEO, REDUCING OPERATIONAL COSTS, AND IMPROVING CUSTOMER SATISFACTION AND RETENTION.**

# THE PERSONALIZED SOLUTION

A personalized video is an effective way to bring the airport into the customer's home, literally, offering a pre-flight experience before traveling. The video offered an interactive approach with meaningful content for simplifying the traveling experience.

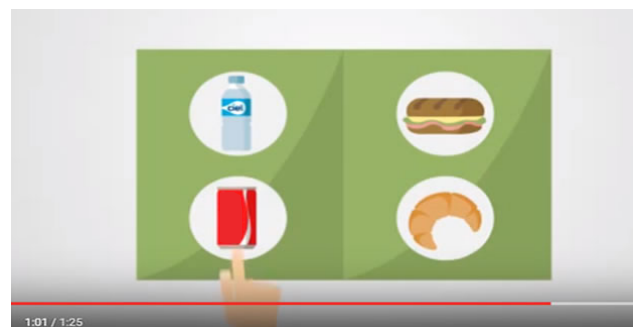
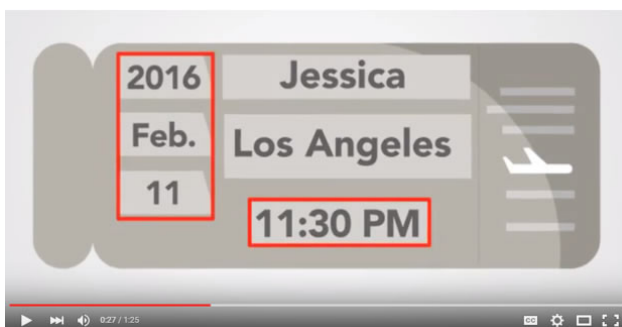
To see the video [click here](#) or the thumbnail below.



## EACH PASSENGER RECEIVED:

- AN EMAIL AND PERSONALIZED VIDEO WITH THEIR NAME
- FLIGHT DETAILS (DATE, TIME, DESTINATION)
- TRAVELING INSTRUCTIONS (NECESSARY DOCUMENTS AND BAGGAGE ALLOWANCES)
- A SAMPLE MENU OF IN-FLIGHT FOOD

Following the video, customers were presented with multiple call-to-action buttons inviting them to leverage services such as printing a boarding pass, or paying for other relevant expenses including extra baggage, animal travel, and on-board items.



## THE RESULTS

- ✓ 90% OF VIEWERS PRINTED THEIR BOARDING PASS AT HOME
- ✓ 30% OF VIEWERS WATCHED THEIR VIDEO TWICE OR MORE
- ✓ 92% OF CUSTOMERS CLICKED ON A CALL-TO-ACTION BUTTON
- ✓ 83% VIDEO COMPLETION RATE

## CTA PRODUCED 10% UPSSELL



## CONCLUSION

The skies are the limit when using Personalized Videos by Idomoo. When making the video about the customer, in any industry, revenue increases, customers are satisfied, and the brand gains momentum. In the case of this airline, conversion was very high and retention increased with an overall better flying experience for all customers.