



meiro



DER
Touristik

DER Touristik, leading travel company in Europe, improves marketing ROI with Meiro CDP

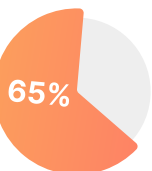


LAST PURCHASE:
June '23

DESTINATION SEARCH
Greece; Turkey

CHURN PROBABILITY:

✓ LOW 9%



Customer's probability to purchase



DERTouristik

Just now

Marissa, time to pack!

Last time you've enjoyed Turkey. We found similar destinations you might love!

Meiro's impact

217%

Better than average ad performance, relative to budget spend.

290%

Higher CTOR compared to average email campaign.

19,8%

Lift in revenue per booking due to email personalisation

620%

Higher CTR compared to average email campaign.

About the client

DER Touristik, part of the REWE Group, is a leading European tourism company encompassing a wide range of travel-related services. Headquartered in Germany, the group operates multiple brands and business divisions, offering everything from packaged tours and individual travel bookings to hotel operations and airline services across physical and digital platforms. With a presence in multiple countries including Czech Republic, Slovakia, Hungary, Poland, and Romania, DER Touristik consistently emphasizes customer-oriented solutions and sustainable business practices, ensuring travelers experience memorable journeys across the world.

DERTOUR **EXIM** *tours*

FISCHER eTravel^{cz}

KARTAGO *tours*

NEV-DAMA

 **meiro**



Client's challenges

Before adopting Meiro CDP, DER Touristik faced multiple challenges, including:

Complexity in a multi-brand data management

Managing a multi-brand portfolio involves handling vast amounts of diverse data from several sources. Real-time price and availability changes across multiple brands result in massive data inflows. Offline branches, serving as crucial sales touchpoints, add complexity to the online presence, as customers often complete purchases in branches after online research. Additionally, there were challenges Der Touristik faced with accessing and integrating data from the in-house built CRM and transactional systems.

The customer identity crisis

Meeting customer expectations for personalized experiences is crucial, but in the travel industry, creating a unified customer profile is anything but straightforward. Firstly, customers often buy travel packages from different brands and exhibit different preferences across lifecycle—from solo weekend getaways to all-inclusive family vacation by the sea. Sometimes they present themselves as buyers and occasionally as passengers. Adding to the complexity, multi-device use and omnichannel sales strategies create additional challenges. Der Touristik found itself in a difficult conundrum struggling to figure out who its customers are, what do they want, and how to capture all of the data needed to unlock those insights and to deliver personalized travel offerings.

Different shopping habits for different customer groups

Travel purchases reflect a wide range of customer behaviors and patterns—some are adventurous to regularly travel to new destinations and many return to favorite resorts year after year; some book well in advance, while others wait until the last minute and make spontaneous decisions. Catering to these different customer types with personalized messaging requires segmenting based on behavior and developing distinct predictive models, which is both complex and resource-intensive. Additionally, for first-minute customers, the goal is to ensure future inventory is available at the right time. For last-minute customers, it's about optimizing current inventory to avoid losses or over-bookings.

Online & offline data integration challenges

DER Touristik faced significant challenges in integrating online and offline data due to the diverse preferences of its customers. While some prefer to book their tours in person at one of the company's 250 branches, others are comfortable making bookings online. This diversity of preferences, combined with the need to connect online behavioral data with offline transactional data added another layer of complexity to building unified customer profiles.

Solutions delivered by Meiro



Connection to core systems

We began by interfacing with DER Touristik Group's internal DACO database and their in-house built CRM systems. Subsequently, our integration extended to their Data Warehouse (DWH), ensuring a holistic view of customer data across core systems.

Tracking customer engagement across multiple brands

We tapped into their Czech (CZ) and Slovak (SK) websites, which included notable platforms like Fisher, EXIM tours, eTravel in the Czech Republic, and Fischer and Kartago in Slovakia.

Events across these platforms were tracked and consolidated with the CDP to discern patterns in customer behavior and interaction.

Single customer view

Meiro's advanced identity resolution algorithm provided real-time, deduplicated, and continuously updated unified customer profiles for Der Touristik, achieving visibility across four different brands in one country. This helped marketing teams better understand customer preferences, including preferred channels, purchase patterns, vacation styles, and even cross-brand interactions—such as when, for instance, a long-time Fischer customer browsed the EXIM Tours website.

Enabling no-code audience segmentation

Using insights from tracked events, we created custom attributes that captured key characteristics of their customer base. These attributes proved pivotal for Fischer and other brands to efficiently segment audiences and craft campaigns with more precise targeting and messaging without reliance on IT teams. For example, non-technical marketers can now, in real time, create audiences of customers who frequently read EXIM Tours' newsletters, historically prefer first-minute seaside deals, always travel as a family with kids, but are currently browsing city weekend getaways on one of Der Touristik's brand websites.

Omni-channel marketing activation

With real-time micro-segment updates across the brand's touchpoints, campaigns aimed at nudging customers toward conversion became more efficient. Marketers at DER Touristik can now instantly activate custom segments across marketing channels. Meiro powers Der Touristik's advertising on platforms like Meta, Google, Microsoft Ads, and local DSPs like Sklik. Meanwhile, Der Touristik's CRM teams leverage real-time triggers and segments for email campaigns, integrating tools like SmartEmailing and personalizing experiences across all websites. Additionally, Meiro has recently begun supporting lead discovery for the outbound call center, enhancing outreach efforts.



“Meiro is an extremely valuable tool for us, whether it's data analysis or segment personalization. This tool has a firm place in our marketing mix.”

David Trávníček

Der Touristik, Digital Marketing Specialist

EXIM tours & Fischer boost conversions of hesitant web visitors with exit intent pop-up

OBJECTIVE:

EXIM Tours and Fischer aimed to boost conversions among indecisive users—those who exhibited behaviors like extended browsing and viewing multiple properties without making a purchase. Statistically, the likelihood of conversion for these users is low. Objective was to turn hesitant browsers into paying customers.

STRATEGY:

- An exit-intent pup up banner was deployed on the desktop versions of Fischer.cz and Eximtours.cz websites to engage visitors about to leave the site.
- This popup banner was shown on all pages except those related to the booking process and appeared once per session, up to five times per user.
- It targeted users interested in travel offers using a scoring mechanism based on recent behavioral signals and website engagement. While obviously targeting only users who have not yet subscribed.

RESULTS:

3x higher conversion rate than average email campaign.

7,2x higher CTR compared to average email campaign.

This use case alone **generated incremental profits that covered cost of Meiro CDP license** helping achieve ROI faster.



Waiting for the best price?

Sign up for our newsletter and for the next 14 days, you'll get exclusive access to our best last-minute deals!

SUBSCRIBE

DER Touristik brands increased average order value by 20% with proactive, personalized call-center outreach

OBJECTIVE:

The objective was to increase conversions in more profitable channels by proactively reaching out to customers who had shown interest in travel offers but had not made a purchase.

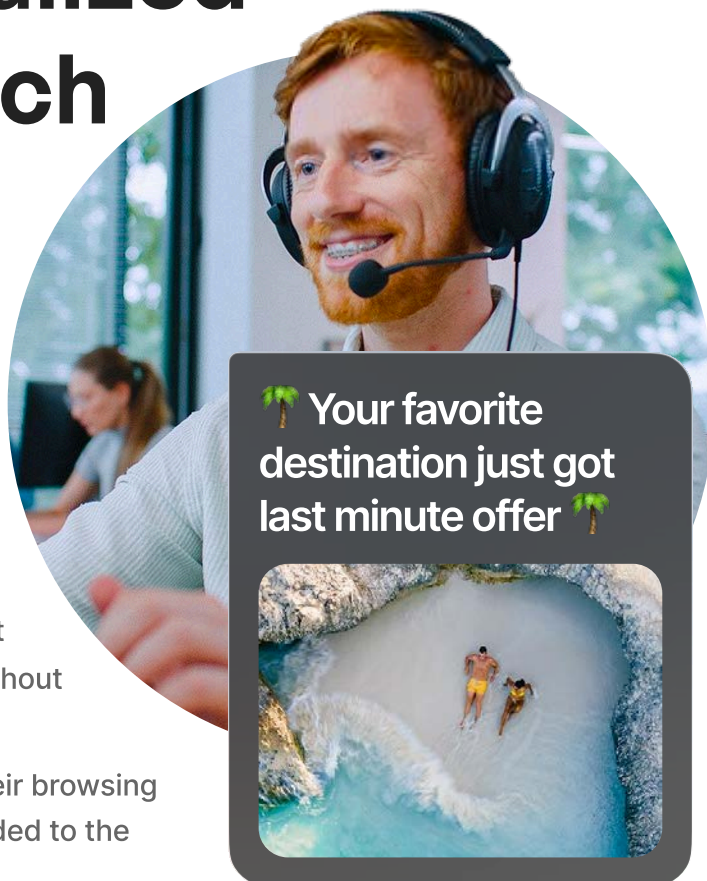
STRATEGY:

- With Meiro CDP, DER Touristik attempted to identify and convert customers who had consented to phone contact and were actively researching travel packages online without being logged in (as most of them do).
- The curated list of prospects, along with insights into their browsing behavior, purchase history and preferences, was forwarded to the outbound call center agents.
- This empowered the call center agents to proactively reach out to these customers as they were researching holiday options. This approach not only made the customer interactions more relevant and engaging but also maximized number of customers transacting in higher margin digital channels.

RESULTS:

4,6x higher conversion rate for call centre compared to the email campaign.

19,8 % lift in revenue per booking due to the personalized and direct approach of call center agents.



Meiro drives 217% better ad campaigns performance for DER Touristik

OBJECTIVE:

With ever-increasing costs of advertising on Meta and Google platforms, Der Touristik constantly experiments with new ad performance optimization tactics, aiming to drive down customer acquisition costs while simultaneously increasing Return on Ad Spend (ROAS).

STRATEGY:

- DER Touristik used Meiro CDP to refine their audience segmentation, shifting from broad groups to micro-segments of just a few thousand customers, informed by detailed website interaction data.
- They differentiated between in-branch and online customers, identified overlapping interests, and conducted cross-segment analyses to gauge offline customers' responses to online offers.
- They refined their targeting precision by excluding irrelevant audiences and focusing on users who had previously purchased tours on specific dates to maintain relevance.
- They also implemented remarketing strategies aimed at users who had not yet purchased a tour.

RESULTS:

60% of all conversions from this campaign used Meiro segments. However, these **campaigns only account for 18.9% of the overall budget** spend.

Meiro was involved in **8.8% of the assisted conversions**.

Meiro's segments help drive **overall ROAS improvement** for paid ads.



Fischer enhances customer retention through personalized anniversary travel offers

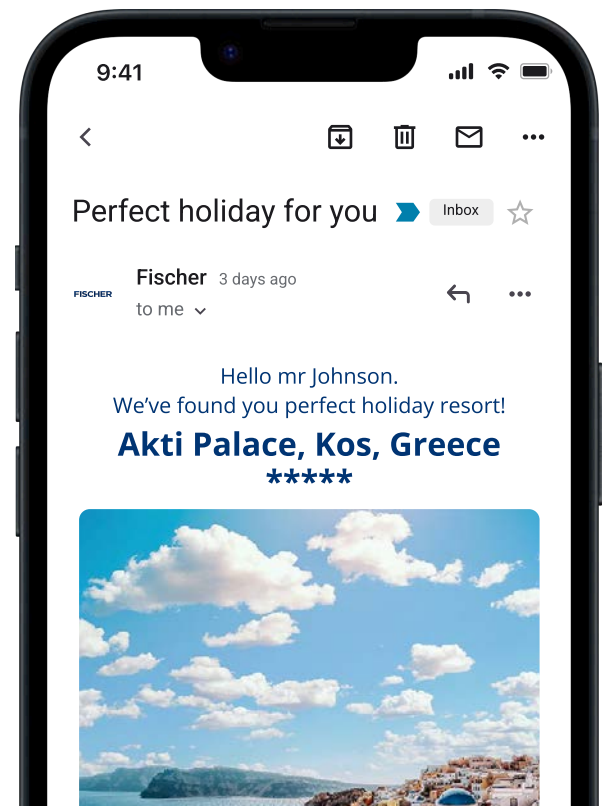
OBJECTIVE:

The primary objective was to increase repeat bookings by targeting customers nearing their one-, two-, or three-year purchase anniversaries who had not booked in the current year. This approach necessitated a comprehensive understanding of customer history, particularly for loyal customers who have been booking vacations with Fischer for over ten years.

Additionally, it required cross-referencing this data with current bookings to ensure that communications were not sent to customers departing for holidays within the next month.

STRATEGY:

- A recommendation system was created to identify these customers and engage them on a yearly basis in the most optimal time with automated personalized emails featuring tailored travel offers, including identical or similar holiday options with detailed information and images.
- This targeted approach significantly increased customer engagement and the likelihood of repeat bookings.
- Remarkably, there were **zero unsubscribes from this automated email scenario**, indicating strong customer satisfaction and interest in the personalized travel offers.



RESULTS:

Impressive **30% click-to-open rate (CTOR)**, is **290% higher** than the average email campaign.

About Meiro CDP

Meiro is one-of-a-kind composable Customer Data and Experience Platform designed to serve marketing teams at enterprises that prioritize security and data control.

Bridging the delivery of personalized experiences with ultimate security, Meiro empowers marketers with a no-code platform to create AI-driven customer journeys that drive conversions and loyalty. Meanwhile, data and IT teams maintain full control over data assets, ensuring top-tier security and compliance of their infrastructure.

Helping companies worldwide improve marketing ROI



Consolidate transactional & behavioural data under a single customer view

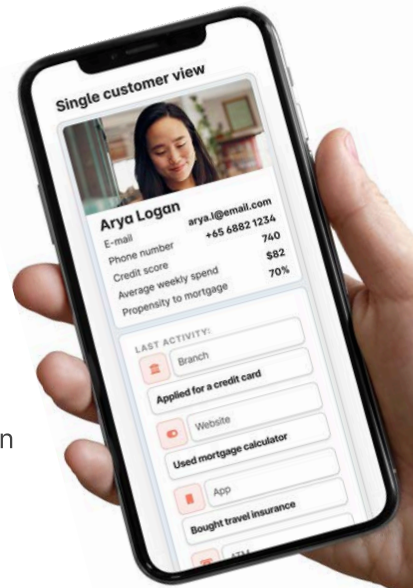
Recognise customers interacting with mobile apps, websites, call centre and physical branches and unify these online & offline data to understand customer journeys and find opportunities for cross-sell and improve the relevance of marketing campaigns.

Lower customer acquisition costs (CAC) and ad spend

Utilise granular segmentation, lookalike modelling, suppression, and AI algorithms to continuously optimise ad content and performance for maximum effectiveness and return on ad spend (ROAS).

Increase customer lifetime value (CLV)

Use AI and predictive analytics to identify the Next-best-offer and reach out to customers with the personalised offers at the right time.



Economic impact of



+25%

Increase in retail media revenues

The exceptional support from the Meiro team has been instrumental in our success. I highly recommend Meiro CDP to businesses aiming to optimize marketing strategies and drive growth.



Kent Len

Head of Performance Marketing, Chemist Warehouse

+15%

Conversion revenue for just abandoned basket emails

I can honestly say that their knowledge comes from extensive experience. If I think of CDP and how it should look within the company, I truly believe that Meiro CDP is a benchmark.



Peter Tomko

Group Data Strategist, Dr.Max

What makes Meiro stand out

What makes Meiro truly unique is its approach to catering to security-oriented enterprises where data and IT teams require unconditional control over tech stack and data assets. Built as a uniquely composable, open-box solution, Meiro easily connects with any existing systems and scales as business needs evolve.

The apex of Meiro's flexibility is the ability to meet the enterprise's unique infrastructure requirements—we support private installations across different cloud environments (such as AWS, Google Cloud, Azure, etc.) and on-premise anywhere in the world.

Best of Meiro for digital marketers and business users



Single customer view (across online & offline touch points)



No-code audience segmentation



Reporting & analytics (supports exports to any BI)



Built-in direct marketing channels (email, push, web-banners)



Multichannel customer journey builder



Customisable, AI-driven predictive models



The IT will love these...



ETL & Reverse ETL (schema-less data ingestion)



300+ in & out integrations (batch/real-time)



Fully composable solution with your data warehouse



Full transparency into CDP's architecture and processes



Compatibility with your existing infrastructure and components



Supporting private hosting on any cloud or on-premise, worldwide



Get a live demo
www.meiro.io



TRUSTED BY MARKETERS & IT

