



# Luxury Airline Delivers +80M Hyper Personalized Push Notifications

Our award-winning luxury airline customer uses Swrve and Salesforce to elevate the journey for millions of travelers worldwide.

## Industry

Travel/Transportation

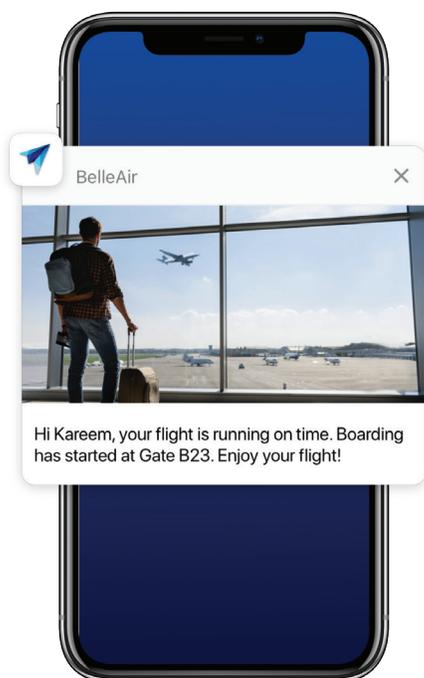
## Country

Worldwide

## Award-winning global airline soars to new heights of customer experience

Today's travelers expect quick and convenient experiences every time they fly. To retain existing customers and inspire loyalty from new ones our award-winning global airline customer needed a solution that could easily and consistently scale relevant operational messaging to millions of new, existing and past travelers worldwide.

With Swrve, the Dubai-based carrier can deliver smartly-targeted, relevant messaging built to scale based on traveler needs, preferences, and expectations in real time. The ability to reach every traveler with a notification that is uniquely relevant to their travel experience is what helps them stand out as an airline that recognizes, cares and acts on individual customer comforts, preferences, and experiences.



One of the largest luxury airlines in the Middle East delivered over **80M unique notifications** using real-time relevance with Swrve

## The Challenge

### Advance individual traveler experiences in real time at scale

Our customer realized their in-house solution could not consistently or seamlessly deliver operational notifications to their customers. They needed a partner with a scalable platform that could help travelers stay up-to-date and satisfied with every journey in real time. They also required a solution that could integrate seamlessly with Salesforce to support future promotional campaigns. Enter, Swrve.

## The Solution

### Advance individual traveler experiences in real time at scale

Swrve's targeting and triggering capabilities operate at an individual level in real time. With Swrve, marketers can create and deliver deeply targeted messages that are based on factors like: behavioral data spanning across a customer's entire history with a brand, individual customer interests, patterns, preferences, engagement over time, churn propensity, and new events as they happen, live and in the moment.

Swrve integrates seamlessly with multi-channel marketing hubs (MMH) and business platforms, including Salesforce, Oracle Marketing Cloud, and more, to maximize the potential of existing cloud customer data with real-time relevance.

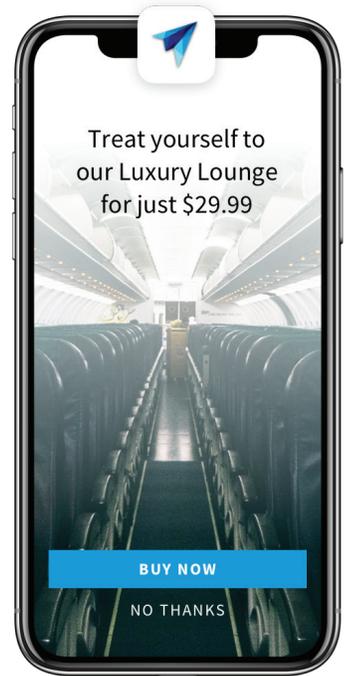
### USING SWRVE, THIS AIRLINE BUILT AND SENT:

#### Hyper Relevant Push Notifications and In-App Messages in Real Time

The team uses push and in-app messages to send alerts about bookings, seats, lounge availability, baggage belt updates, travel alerts, and seasonal greetings that wish users a Happy Ramadan Kareem (appearing in both English and Arabic).

#### A Convenient, Traveler-Friendly In-App Messaging Inbox

To help customers keep track of important travel alerts, the team used Swrve to create an inbox in-app for all operational messaging, like gate information, baggage updates, and more.



## The Results

### Overall Return on Relevance (ROR)

