

Turning every customer interaction into a measurable revenue opportunity, without sending more messages

Transform Airline Marketing with Always-On Personalisation

Why personalisation matters




Every airline knows that the difference between a customer who books and one who walks away often comes down to a single moment: the right offer, in the right channel, at the right time. Personalisation turns customer interactions into incremental bookings, ancillaries, and loyalty value. Get it wrong, and budget is wasted on customers who would have booked anyway. Get it right, and marketing becomes a continuous engine of growth and revenue uplift.

Why traditional campaign marketing falls short

The conventional practice of running fixed campaigns on a calendar cannot keep up with what each customer needs in the moment. Audiences are defined in advance, channels operate in silos, and success is measured at the campaign level rather than at the customer level. Customers are over-contacted in some segments and under-served in others. The true incremental impact of marketing spend is rarely measured. The result: wasted budget, missed revenue, and a growing gap between customer expectations and what airlines deliver.

Solving the problem for marketing success

Next-gen personalization delivers an always-on system that:

-  Decides the right intervention for each customer, in real time, across the full journey;
-  Is granular across customer, content, channel, and moment: millions of decisions a day;
-  Measures the true causal impact of every interaction and continuously refreshes itself through integrated learning so marketing teams can act with confidence.



Customer journey triggers

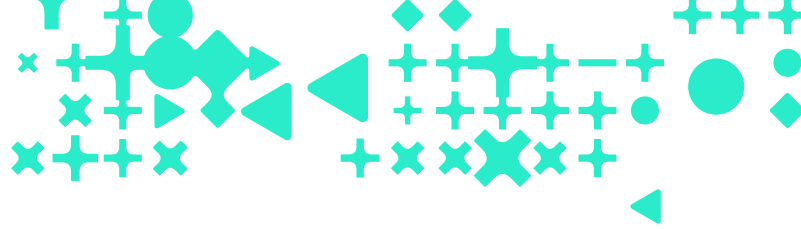
Real-time responses to individual customer signals: abandoned cart, search-but-no-book, post-booking, post-flight, and re-engagement.

Commercial triggers

The engine flags underperforming flights and routes, pre-evaluates strategies, and measures the real impact once marketing acts.

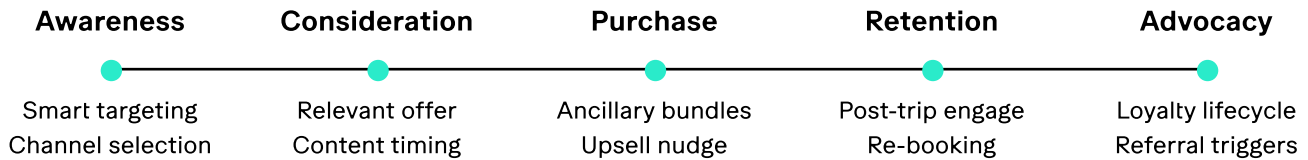
Loyalty & retention

Personalised engagement across earn, burn, status, and reactivation, tuned to each member's behaviour and value.



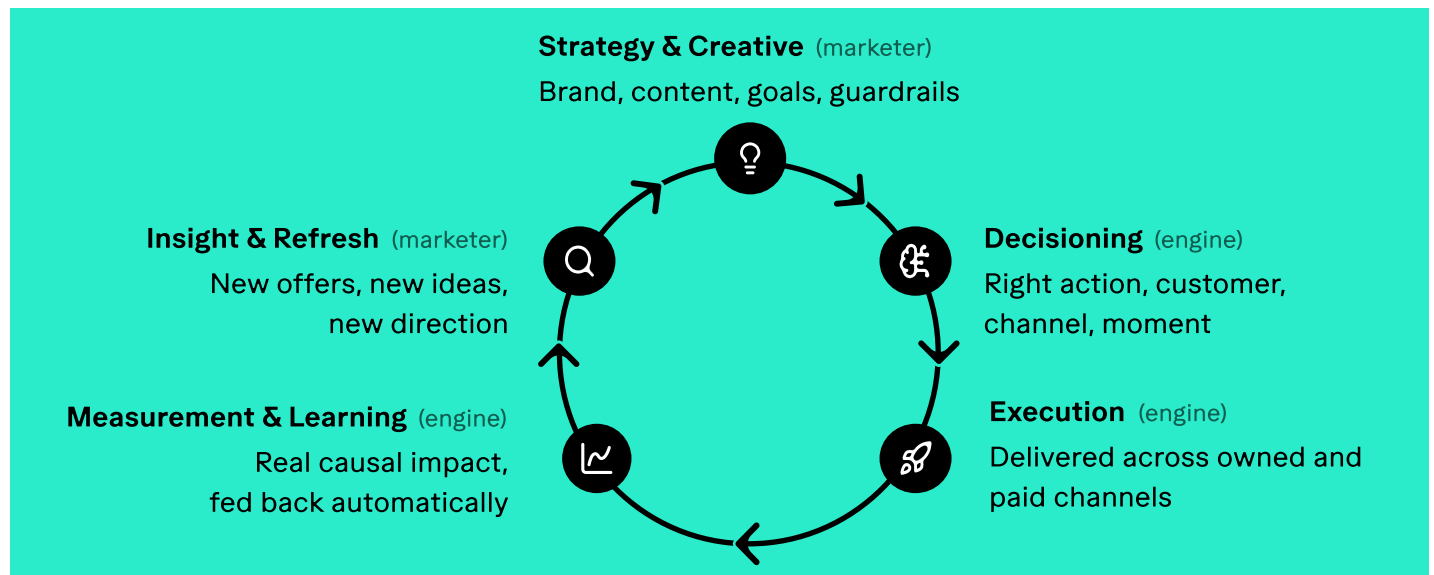
Solution approach: the always-on personalization engine

Personalization is not a one-off campaign. It is a **continuous system that learns and improves with every interaction**. The engine runs 24/7 across the customer journey, deciding who gets what, when, and through which channel, and measuring the real effect. Marketers stay in charge of brand, creative, and strategy. They shift from execution to orchestration.



A continuous collaboration

Marketers define what the brand says and stands for; the engine decides how, when, and to whom it is delivered. Every interaction generates fresh evidence; that evidence sharpens the next decision; and the team focuses on the work only humans can do well. Customers × content × channels × time produces millions of possible interactions every day, a scale no team can manage by hand, but a system can.



Each cycle makes the next interaction smarter, and frees marketers for the work that matters most.

Why partner with ADC

At ADC, we bring together deep airline expertise and cutting-edge decision science. With more than 200 consultants, we are building LATAM's hyper-personalization platform and delivered marketing science work for AF-KLM, Alaska Airlines, and others. Our business case shows roughly **2x revenue for the same marketing spend** driven by smarter targeting, not by sending customers more messages.



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