



Pickyourtrail, India's biggest online
D-I-Y holiday booking platform,
leverages **RFM analysis & witnesses**
50% increase in its user engagement



COMPANY PROFILE

Pickyourtrail is India's biggest online D-I-Y holiday booking platform that empowers users or travelers to curate customised holidays. The company was co-founded by Hari Ganapathy and Srinath Shankar in 2014 with an aim to deliver best-in-class personalized travel experience to the travelers through their website and mobile app.



GOALS

- Provide seamless travel booking experiences
- Win back travelers who abandon their travel bookings
- Improve traveler retention



CHALLENGES

- Sending event-based communication to the travelers
- Massive tech dependency to deliver data-backed campaigns



SOLUTION

With the help of RFM segmentation and automated traveler engagement workflows, the team at Pickyourtrail has been able to retain its travelers and save manual efforts of campaign execution. Pickyourtrail witnesses some outstanding results.



WebEngage's full-stack Retention Operating System has enabled us to deliver personalized experiences to each traveler. We are now able to engage our travelers efficiently. And have witnessed a 50% increase in our email engagement efforts by materializing RFM analysis. Kudos to the Customer Support & Success teams at WebEngage for supporting us constantly. Looking forward to exploring more growth avenues with WebEngage!

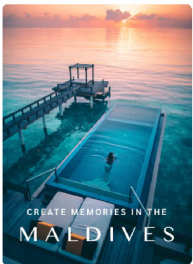
Sridhar Anantha,
Head Analytics & Customer Retention, Pickyourtrail

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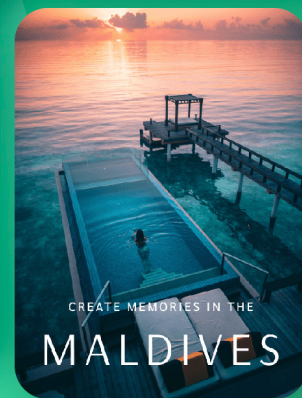


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Introduction

In the last couple of decades the Indian travel industry has undergone major shifts in its approach towards technology and business growth. The Online Travel Aggregators (OTAs) have seen a makeshift transition in their business. And as per [statistics](#), the industry is expected to grow \$56 billion in the coming years.

[Pickyourtrail](#) being India's biggest online D-I-Y holiday booking platform that empowers travelers to curate customised holidays. The company was co-founded by Hari Ganapathy and Srinath Shankar in 2014 with an aim to deliver best-in-class personalized travel experience to the travelers through their website and mobile app. Additionally, Pickyourtrail works in liaison with leading tourism boards from Australia, Singapore, Iceland, Japan, Dubai, New Zealand, along with 1,200+ hospitality partners around the world.

Objectives

Being a custom travel booking platform that serves lakhs of travelers through its website and app Pickyourtrail always aims to:



Provide seamless travel booking experiences

In today's fast paced world, travel plays a 'sacred' role in people's lives. It gives them the space they are looking to just unwind and relax with their loved ones. And so imbibing extraordinary experiences is what really matters!

These experiences needn't be only while traveling. But it also engulfs every step involved, from recognising the desire to travel to a particular place to reveling in the memories after travel. The team at Pickyourtrail realizes **the important role of travel in its travelers' lives and strives hard to provide remarkable and unmatched experiences to them, continually.**



Win back travelers who abandon their travel bookings

With dozens of travel options available to the travelers at their fingertips, **it's easy for them to drift away onto other platforms in search of best deals** and quality services. This results in increased abandoned carts.

As per [research](#), the global travel industry suffers 80% abandoned cart rates. Pickyourtrail understands the travelers' dilemma to compare packages.

So the team at Pickyourtrail wanted to ensure that **the travelers who add a trip to their carts complete the transaction** and don't abandon their booking midway.



Improve traveler retention

Stats indicate that nearly [49% millennials book last-minute trips regularly.](#) This means, slowly yet gradually travel's becoming an integral part of people's culture. And so Pickyourtrail aims to **encourage these travelers to keep coming back to the Pickyourtrail platform.** The idea is to constantly help travelers customize their travel experiences and explore new destinations and packages each time they decide to travel.

Challenges

Enroute to provide state-of-art customized travel booking services, the team at Pickyourtrail faced a few challenges:



Sending event-based communication to the travelers

It is not necessary that the travelers who logged into the Pickyourtrail platform will select his/her travel preferences and also make a booking. There'll be travelers who might not reach the bottom of the funnel and drop off midway. Thus, mapping each travelers' interest and engaging with them to complete the booking process required lots of time and resource allocation at Pickyourtrail.



Massive tech dependency to deliver data-backed campaigns

To ensure that the right traveler receives the right communication, the tech team at Pickyourtrail had to consistently and manually keep a track of the travelers. This was done to enhance the travelers' booking experience by sending personalized and targeted communication.

With thousands of active travelers, sending out contextual campaigns at scale meant the team at Pickyourtrail had to rely on their internal tech team massively - this would require constant human intervention and also lead to delay in campaign execution.

The team at Pickyourtrail was looking for a solution that would help them engage with the existing travelers. And encourage them to book more customized trips thus boosting the platform's retention rate and brand loyalty eventually.

Solutions

The team at Pickyourtrail evaluated a multitude of marketing automation tools to fast-track their traveler engagement and retention initiatives. Soon, they discovered WebEngage's full-stack Retention Operating System. After understanding how WebEngage can help Pickyourtrail grow its business further, the team decided to join forces with WebEngage.

The Customer Success Manager (CSM) at WebEngage and the team at Pickyourtrail discussed the challenges at hand and came up with effective solutions mentioned below:



Using RFM analysis to micro-target travelers

Before sending contextual messages to the travelers, it's important to streamline the traveler data. This is done to get a better understanding of the types of travelers Pickyourtrail deals with. And to highlight their preferences and interests as well.

At first, the traveler data is transferred from the Pickyourtrail system to the WebEngage dashboard and **multiple traveler segments are created by the team at Pickyourtrail**. This helps the team to target specific travelers and send relevant information to them from time-to-time.

The segments created by the team at Pickyourtrail on the WebEngage dashboard are [dynamic in nature](#). This means, whenever a visitor or traveler performs an event on the Pickyourtrail app/website, the traveler or visitor automatically gets bucketed under the relevant segment based on the action performed by the traveler.

For example, Yash is an existing traveler but has been inactive on the Pickyourtrail app/website for 3 months. He returns on the platform to check the latest travel deals available. Yash adds a custom travel package to his cart and proceeds towards booking it.

So, in this case, Yash gets moved to the segment of 'event-based travelers' and will further receive communication that had been planned for the same segment of travelers.

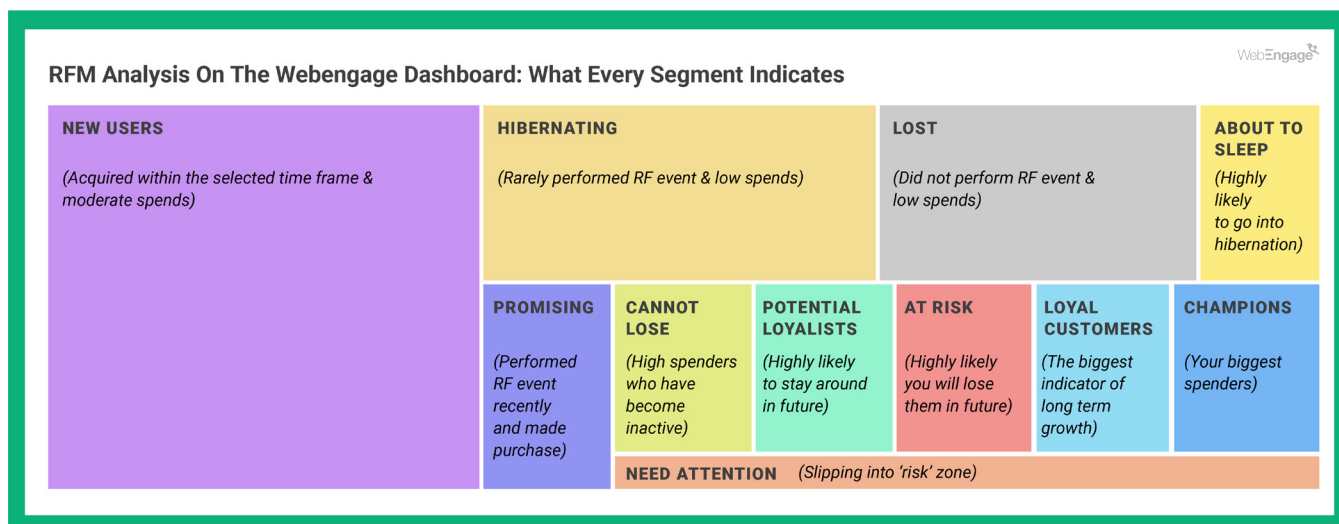
This intuitive traveler segmentation is backed by the RFM feature available on the WebEngage dashboard. **RFM** calculates Recency, Frequency, and Monetary values for each traveler; combines them, and then groups them into different customer segments for easy campaign targeting.

For example, if Yash has booked trips with Pickyourtrail thrice in Jan, April and June to Himachal Pradesh, Japan and Maldives respectively then with the help of RFM analysis, the team at Pickyourtrail can easily conclude that Yash is an avid traveler (frequency), his recent trip was in June (Recency) and has a flair of spending enough on planning and enjoying his trips (monetization).

RFM helps you find answers to difficult questions such as:

- Who are the most / least engaged customers?
- Who are the highest spenders?
- Which customers have the potential to be converted to more profitable customers?
- Which customers are likely to churn?

Here's a sneak peek into the RFM segments on the WebEngage dashboard:



*For visual representation only

By using RFM analysis, understanding the travelers' behavior and micro-targeting the travelers based on their preferences becomes easy for the team at Pickyourtrail. And helps them **save over 60% of man hours** thus enabling the team to focus on devising more powerful traveler engagement strategies.



Sending timely, personalized nudges to the travelers at scale

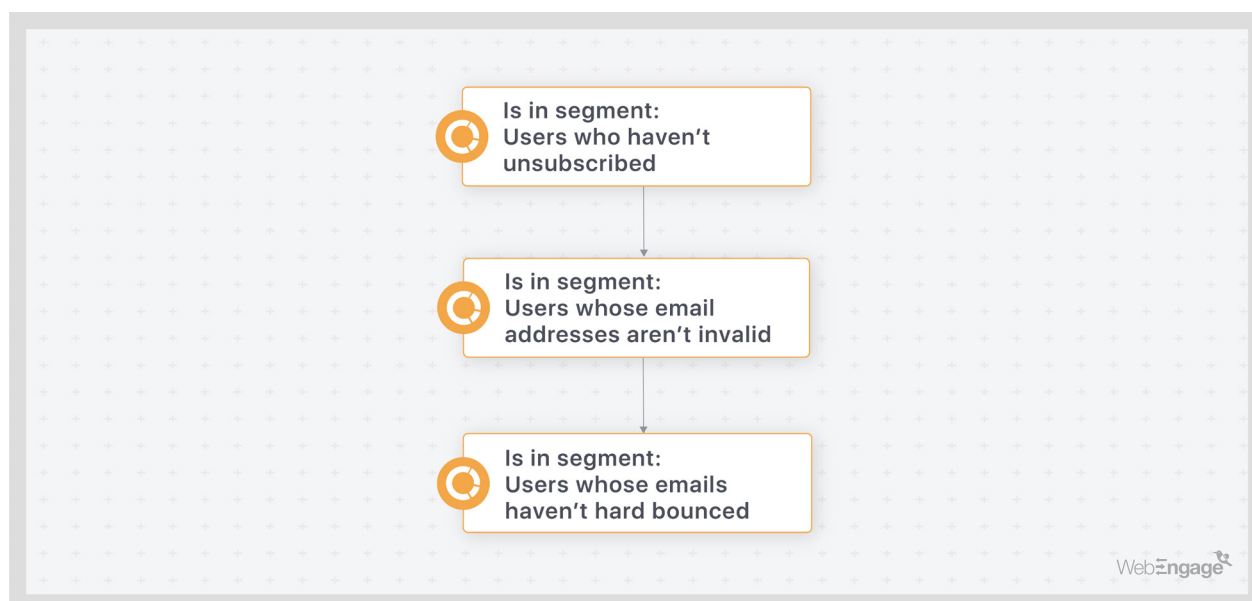
After defining the traveler segments, **the team at Pickyourtrail targets relevant segments with highly contextual communication with the help of multiple engagement journeys.** The aim is to reachout to the travelers encouraging them to **book their trip (Pickyourtrail's conversion event).**

Having said that, the team at Pickyourtrail analyzed their traveler behavior and trip booking patterns. **The team realized that a majority of their travelers hop to the 'Deals' page** where the brand has listed a plethora of staycation properties in India. Now to engage with these travelers effectively, the team at Pickyourtrail has created a series of event-based journeys.

Here's a glimpse of the journeys:

Journey 1: Viewed Deals Page

This journey is targeted towards travelers who have viewed the deals page on the Pickyourtrail portal at least once. As the journey progresses, multiple segment checks are made to ensure that only the most relevant travelers receive the communication on the right channel.



**For visual representation only*

In case the response to any of these segments is 'Yes' then the journey ends for the traveler.

For example, if Yash is present in the "email hard bounce" segment, then he won't move further in the journey. This means he won't receive any communication from Pickyourtrail and automatically exit the journey.

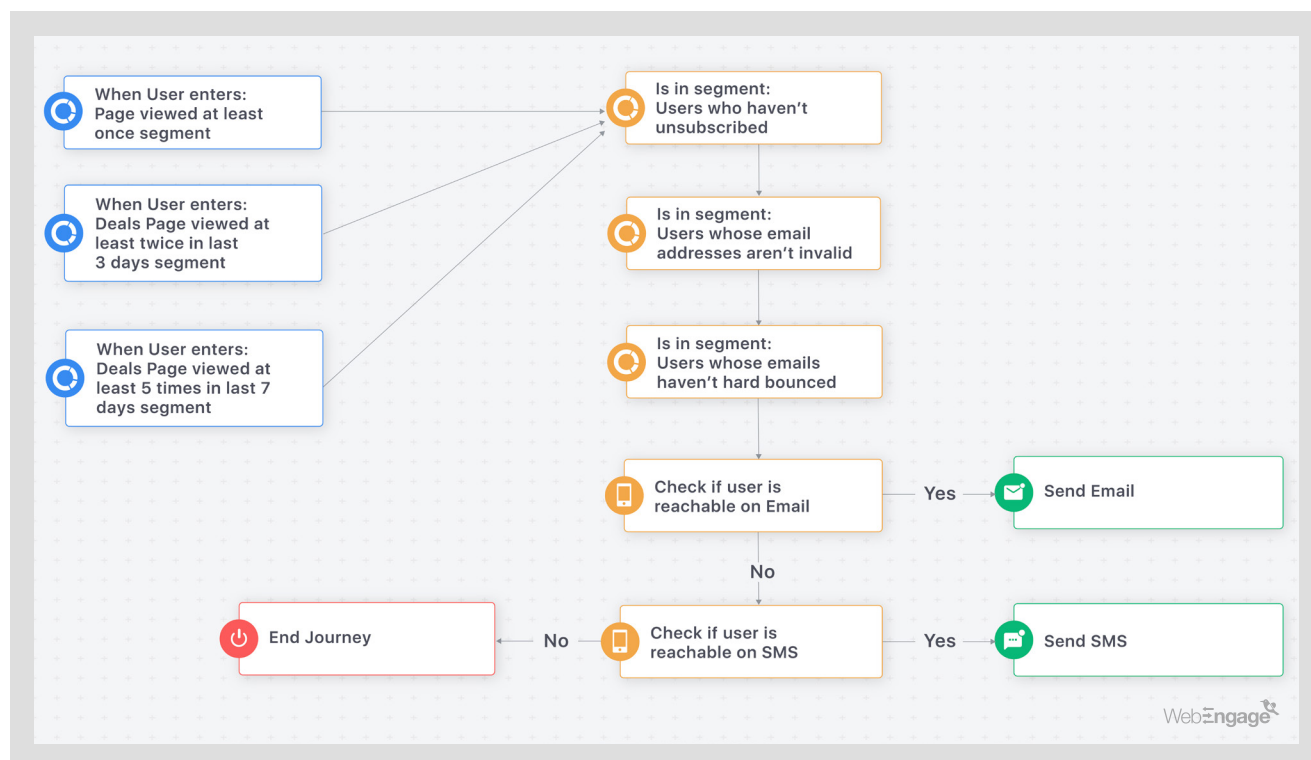
Now for those travelers who are not reachable on Email, the team at Pickyourtrail sends the communication via SMS. Before doing so, extensive traveler segment checks are made (similar to the ones mentioned for sending Email).

Once the travelers' channel reachability is identified, personalized communication is sent to the travelers.

Similarly, in **Journey 2: Viewed Deals more than once;**

The team at Pickyourtrail targets travelers who have viewed the 'deals' page twice in the last 3 days and 5 times in the last week. Next, the travelers' inclusion in multiple segments is checked along with their channel reachability. Accordingly contextual and personalized communication is sent to the travelers via SMS and Email.

A consolidated view of Pickyourtrail's traveler user journeys 1 & 2:



**For visual representation only*

Here's a snapshot of Pickyourtrail's personalized communication sent to the travelers via automated journeys:

SMS



now

Hi Tara,

Get Rs. 555 off on your Staycation using code **PYT2021**. Valid only for 24 hours on website bookings.

Click here to book:

<https://pickyourtrail.com/deals>



**For visual representation only*

Email



Hi Yash,

We are delighted to have you explore our curated selection of staycation deals.

As a special offer you can now use coupon **PYT2021** to avail EXTRA INR 555 OFF on your staycation booking at **Pickyourtrail Deals website!**

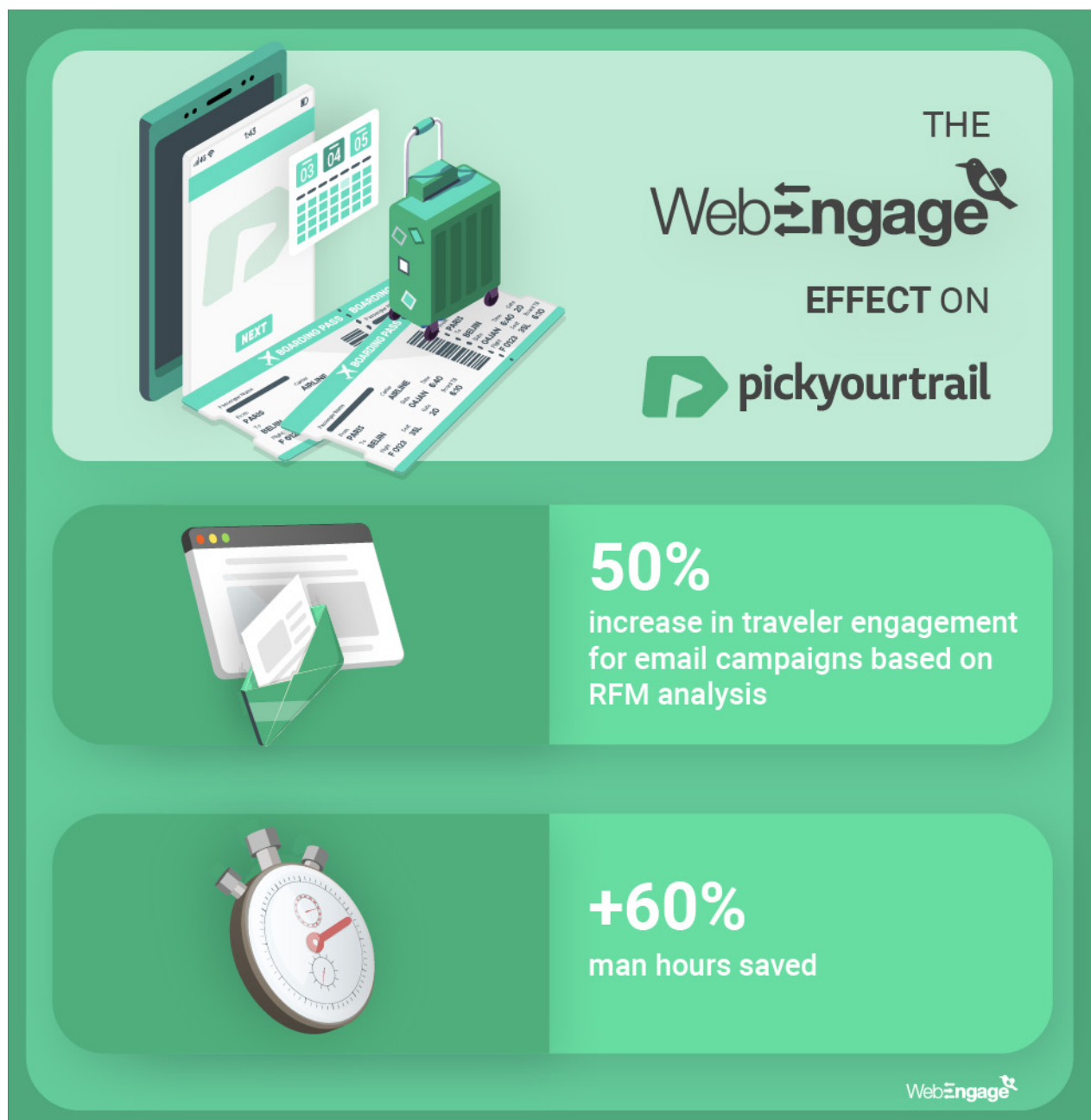
Hurry, the coupon code is valid for 24 hrs from now. So act fast and holiday smart with Pickyourtrail.

[Book your staycation now!](#)

Outcome

By micro-targeting travelers with contextual, timely and personalized communication, Pickyourtrail has been able to **reactivate over 50 high-intent travelers on a monthly basis**.

Additionally with the help of RFM segmentation and automated traveler engagement workflows, the team at Pickyourtrail has been able to retain its travelers. And also save considerable amount of manual effort usually required for campaign execution. Pickyourtrail has been able to witness some fantastic results:



Loved the case study?

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WebEngage is a customer data platform and retention operating system that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

TALK TO US TODAY

 +1 (408) 890-2392, +91 (022) 6110 2400 |  support@webengage.com

 @Webengage |  /Webengage |  @Webengage |  @Webengage

