

Case Study

One of the UK's leading escorted holiday companies

Titan are one of the UK's leading escorted holiday companies (and have been for the past 40 years). Their award-winning collection of holidays covers all seven continents, with carefully planned itineraries ranging from rail journeys and river cruises, to small-group adventures and trips exclusively for solo travellers.



Challenge

Titan pride themselves on offering their customers unbeatable value and quality on their holidays. They have always had a strong customer base when it comes to repeat customers, however, they wanted to understand the different customer segments and personas that exist within their customer base. Working with REaD as their data partner, Titan wanted to adopt an insight and data-led strategy for their acquisition campaigns with a focus on direct mail as the primary channel.



Solution

Using Titan's customer data, REaD ran highly detailed profiles to understand the different demographics it contained, including behavioural traits and personas. REaD was then able to match using its data to identify target lookalike customers. Once the macro segmentation was in place, REaD used Titan's transactional and engagement data to drill down and create micro segments which enabled customised strategies, increased personalisation and relevancy.



Outcomes

The project gave Titan the ability to create a market segmentation which provided a much clearer view of the UK travel market to assess market share, areas for growth and possible areas to avoid. The dramatic change in acquisition strategy, driven by REaD data and insight and utilising addressed mail as the primary channel, enabled Titan to achieve some truly spectacular and unprecedented results.



Every campaign delivered significant ROI

“As an Award-Winning holiday company, we are always looking for new customers and REaD Group have supported us with look-a-like prospects based on our customer demographic and we've had overwhelming success, which is why this continues to form part of our on-going strategy. The data is continually improved by overlaying any prospects that book with us to ensure that the output is even more targeted each time.”

Tom Adams, Senior Marketing Executive - Customer Acquisition.



Want to know more?
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