



Travel Case Study

The Problem

An airline was rethinking how they engage with their frequent flyers. As part of this initiative they wanted to give these high value customers a more premium and customised experience by suppressing them from most display campaigns that they were running.

The airline decided to ensure that current frequent flyers and constituents within their household never saw display ads asking them to sign up for the frequent flyer program.

The Solution

The airline uploaded to LiveRamp Connect a list of their frequent flyers including email address, name and postal address for onboarding. We matched anonymous cookies to these users as well as the members of their households through our online match network. These cookies were synced to the company's ad platform and added to a frequent flyer segment list.

The airline suppressed frequent flyers from all blanket campaigns to protect their brand amongst their highest value customers. They send periodic updates to LiveRamp of frequent flyers to add and remove from their suppression list within their ad platform.

The Results

The airline successfully suppressed high value customers from their campaigns that were not relevant for this audience.

They saw:

- **Reduced media costs and cost per acquisition**
- **Increased engagement with frequent flyers across other relevant campaigns**



reduction in
media costs



increased campaign
engagement