



VerticalCurve



CASE STUDY

LARGE AIRLINE SERVICES COMPANY | SERVICES PROVIDED INCLUDE WEB CHANNEL ANALYSIS, COMPETITIVE ANALYSIS, DATA AND INTELLIGENCE CAPTURE.

With this growing regional airline, we were able to capture, track and analyze their online interactions, and then recommend solutions for their offline print messaging and media buys.

In this case, their online marketers, offline media departments and advertising agencies were analyzing separate data. They were able to track budget spending, but when the question became: “Do you know if you’re promoting the routes that your online users and call

centers are tracking,” they didn’t know. Their call center was tracking what happened, but their systems weren’t properly integrated for a full view of consumer behavior.

Their efforts were fractured. They didn’t see that the click traffic and patterns were just as important as the customers calling on the reservations number. They were spending \$100k to push a message out, but they were failing to recapture \$80k plus in value.

101 N. CHESTNUT STREET, SUITE 201, WINSTON-SALEM, NC 27101-4066

PHONE | 336.793.2102

FAX | 866.588.5719

EMAIL | INFO@VERTICALCURVE.COM

WEB | VERTICALCURVE.COM