



CASE STUDY

TRAVEL & LEISURE

A PREMIER NORTH AMERICAN AIRLINE **EXPANDS** ITS **CO-BRANDED CREDIT CARD USAGE**

A premier North American airline aimed to increase the usage of its co-branded credit cards. Drawing a parallel between loyalty program members and credit card users, WNS developed a 'lookalike customer acquisition' model. WNS' solution enabled the airline to identify the right target audience and evaluate the increase in revenue by expanding the usage of its co-branded credit cards.

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The Client's Challenge

The client, a premier North American airline, aimed to expand the usage of its co-branded credit card in an effort to optimize its marketing campaigns.

The WNS Solution

The airline was already running a profitable loyalty program. WNS leveraged data from the client's loyalty program to develop an analytics-driven 'lookalike customer acquisition' model. The model compared loyalty program members who held a co-branded credit card with those who did not, against parameters such as membership tenure, transactions and travel miles with affiliate companies.

The model revealed the following:

- The top member decile comprised more than 30 percent of loyalty program members who also held a co-branded credit card

- The top five member deciles comprised more than 83 percent of loyalty program members who also held a co-branded credit card
- A large pool of loyalty program members who presently did not own co-branded credit cards and to whom co-branded credit cards could be marketed

WNS further assessed the lifetime value of loyalty program members who did not own a co-branded credit card, but to whom a co-branded credit card could be marketed.

The Outcome

WNS' solution enabled the airline to identify the right target audience and project the revenue gains by expanding the usage of its co-branded credit cards.

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