

# INTERESTING CDP USE CASES FOR AIRLINES

Airlines is one of the fastest-growing sectors in the transportation industry.

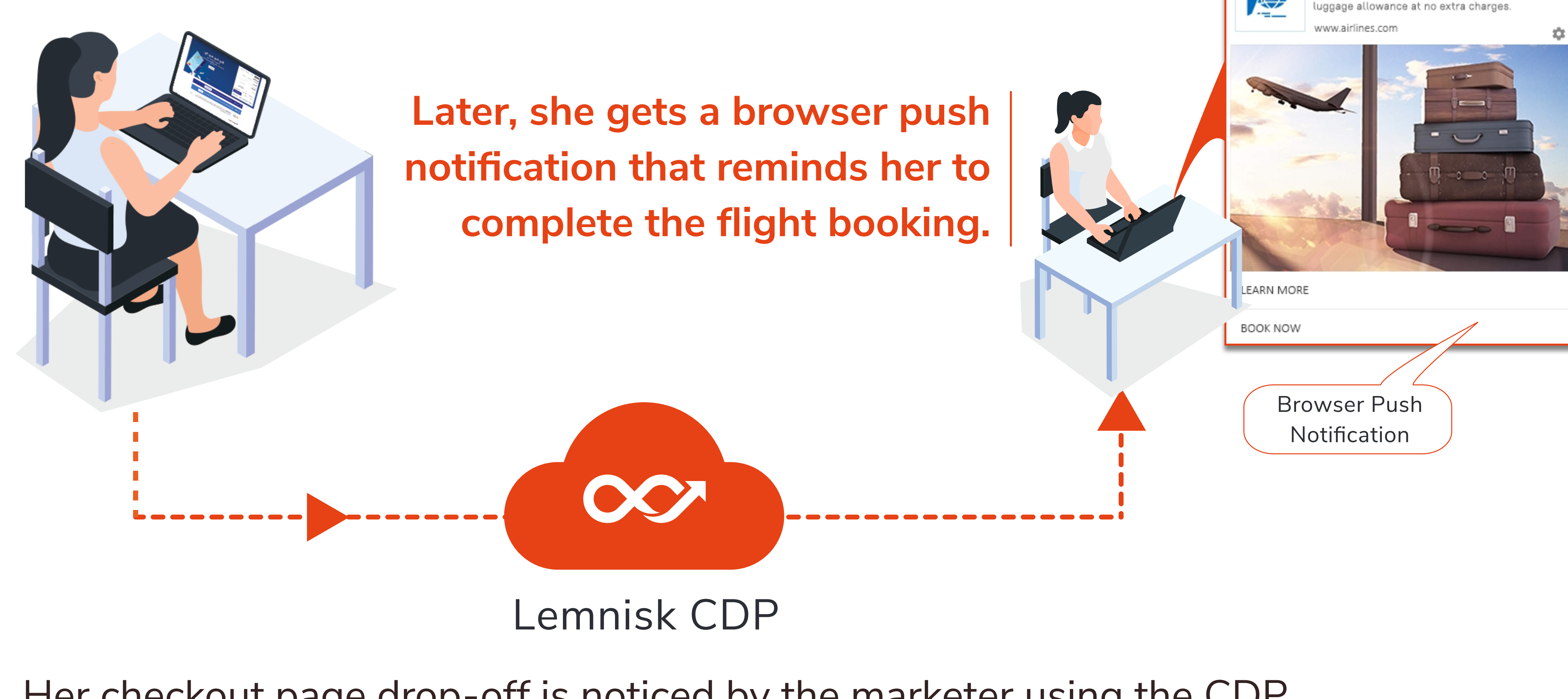
Analyzing airline consumer data can provide rich insights that marketers can leverage to orchestrate personalized marketing to their customers and prospects.

A Customer Data Platform (CDP) can help airline marketers in tailoring personalized campaigns on the preferred channels and devices of users in real-time.

## HERE ARE 4 CDP USE CASES THAT MARKETERS CAN IMPLEMENT FOR THE AIRLINES INDUSTRY:

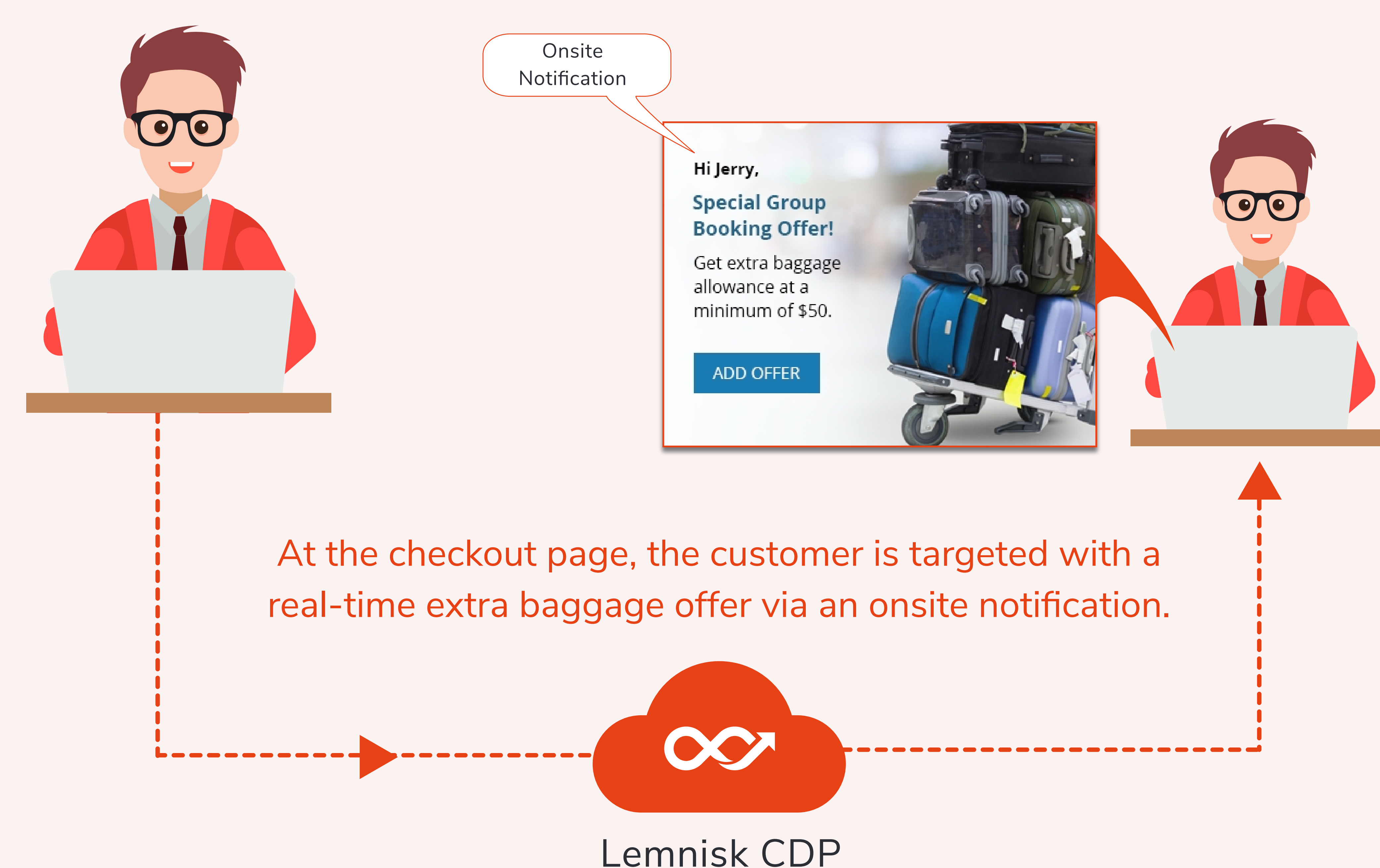
### 01 EXIT AT CHECKOUT PAGE

An anonymous user browses an airline's website and decides to book a flight for her chosen destination. At the checkout screen, she decides to drop-off the page.



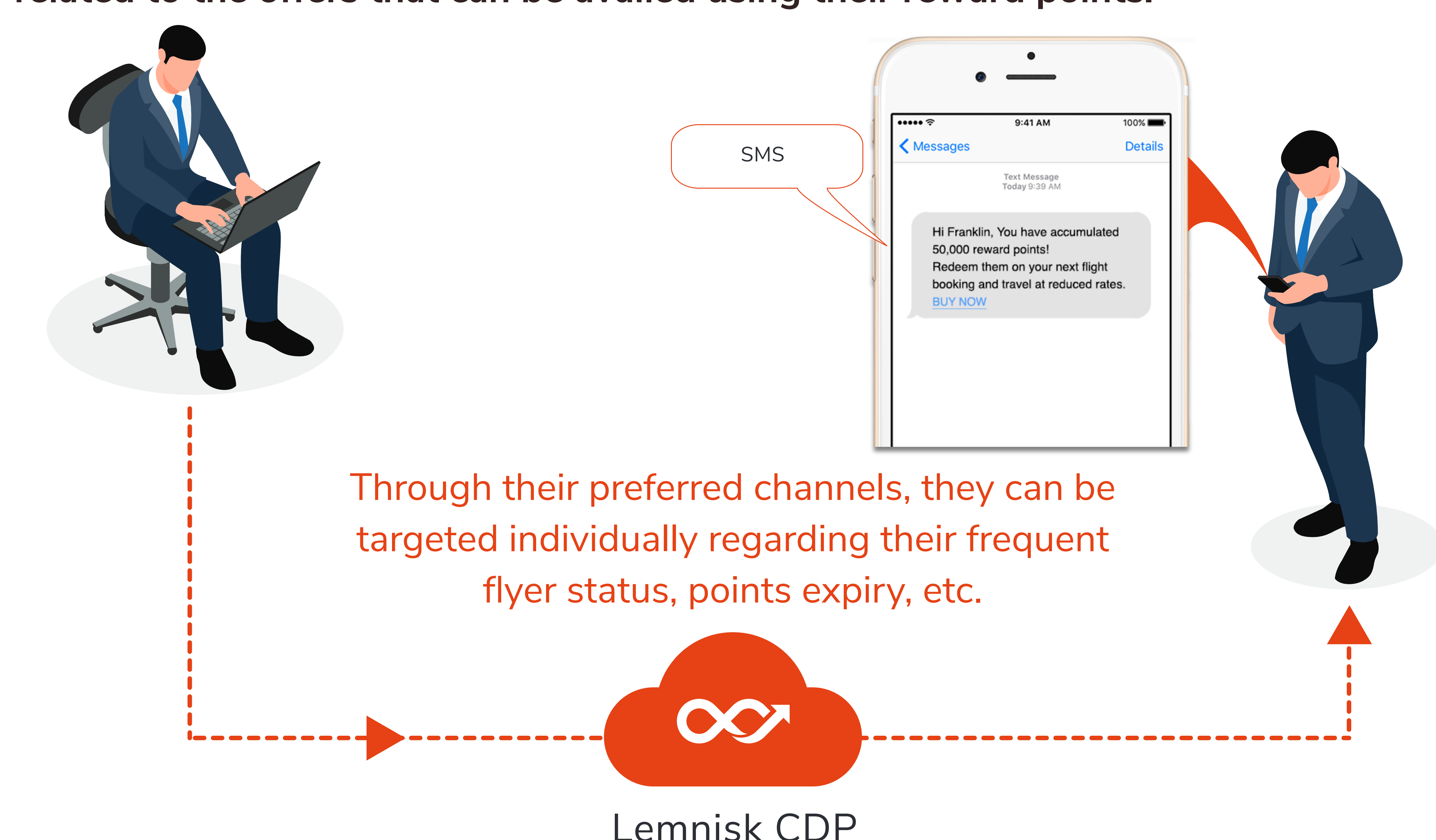
### 02 UP-SELL/CROSS-SELL

A customer is booking air tickets for a family of 6.



### 03 LOYALTY PROGRAMS

Frequent flyer customers can be provided with personalized reminders related to the offers that can be availed using their reward points.



### 04 REPEAT BOOKINGS

A customer regularly books flight tickets at a particular time of the year.



With a CDP's help, the airline marketer can access the user's previous purchase history.

Get access to all 20 CDP Use Cases for the airlines industry below:

[E-BOOK: 20 CDP USE CASES FOR AIRLINES](#)