

INTERESTING CDP USE CASES FOR HOSPITALITY



According to a Statistic Brain research, the internet was used by more than 148.3 million people to make reservations for travel, accommodations, and other activities. In the hospitality industry, it's mandatory for marketers to completely understand consumer needs and wants.

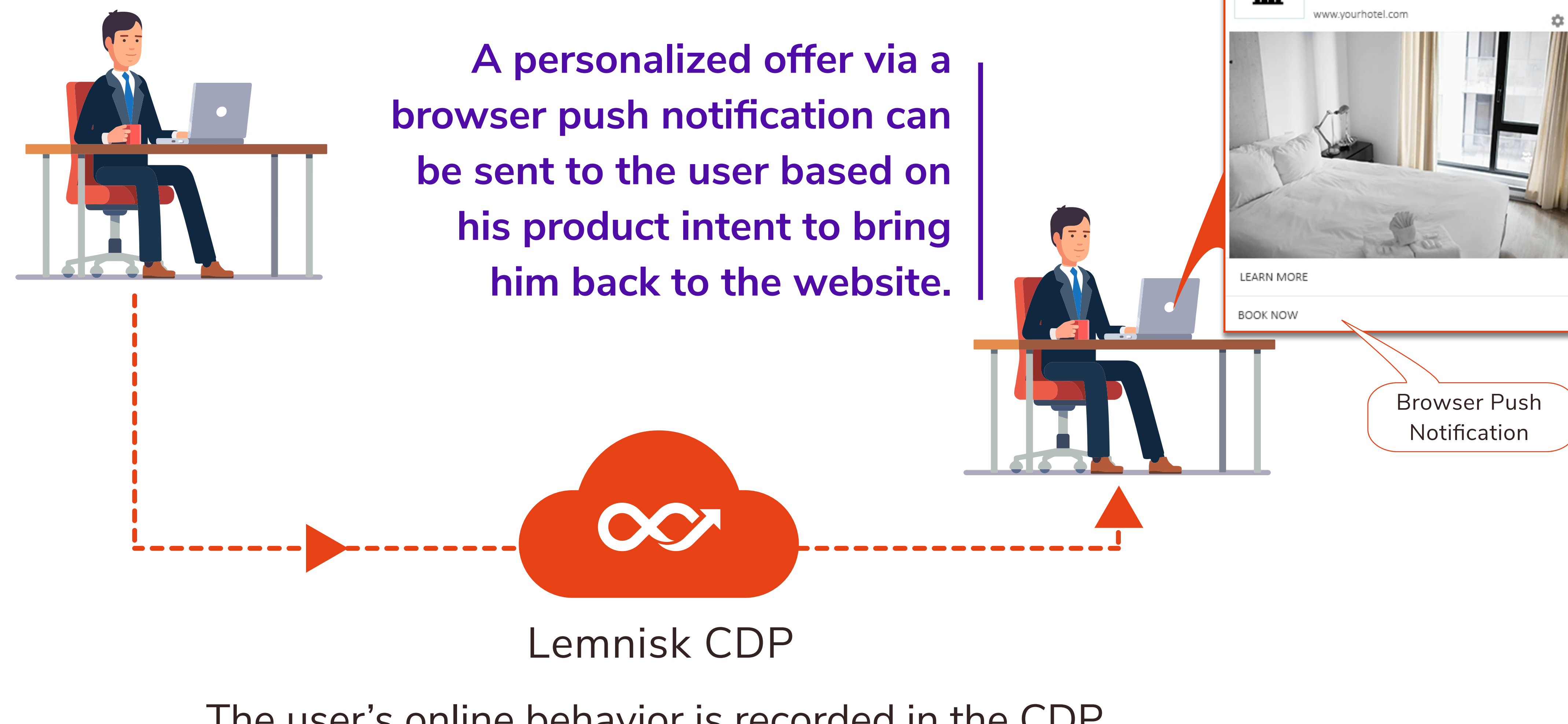
A martech tool such as a Customer Data Platform (CDP) can assist hospitality marketers to know each customer thoroughly and thereby tailor real-time personalized campaigns on their preferred channels and devices.

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

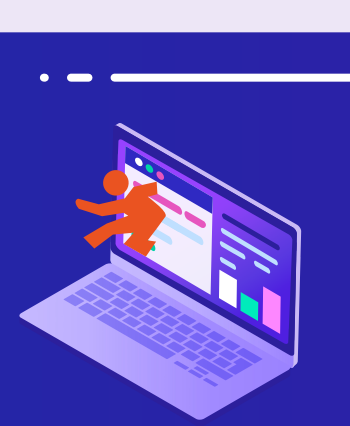
01 PRODUCT INTENT



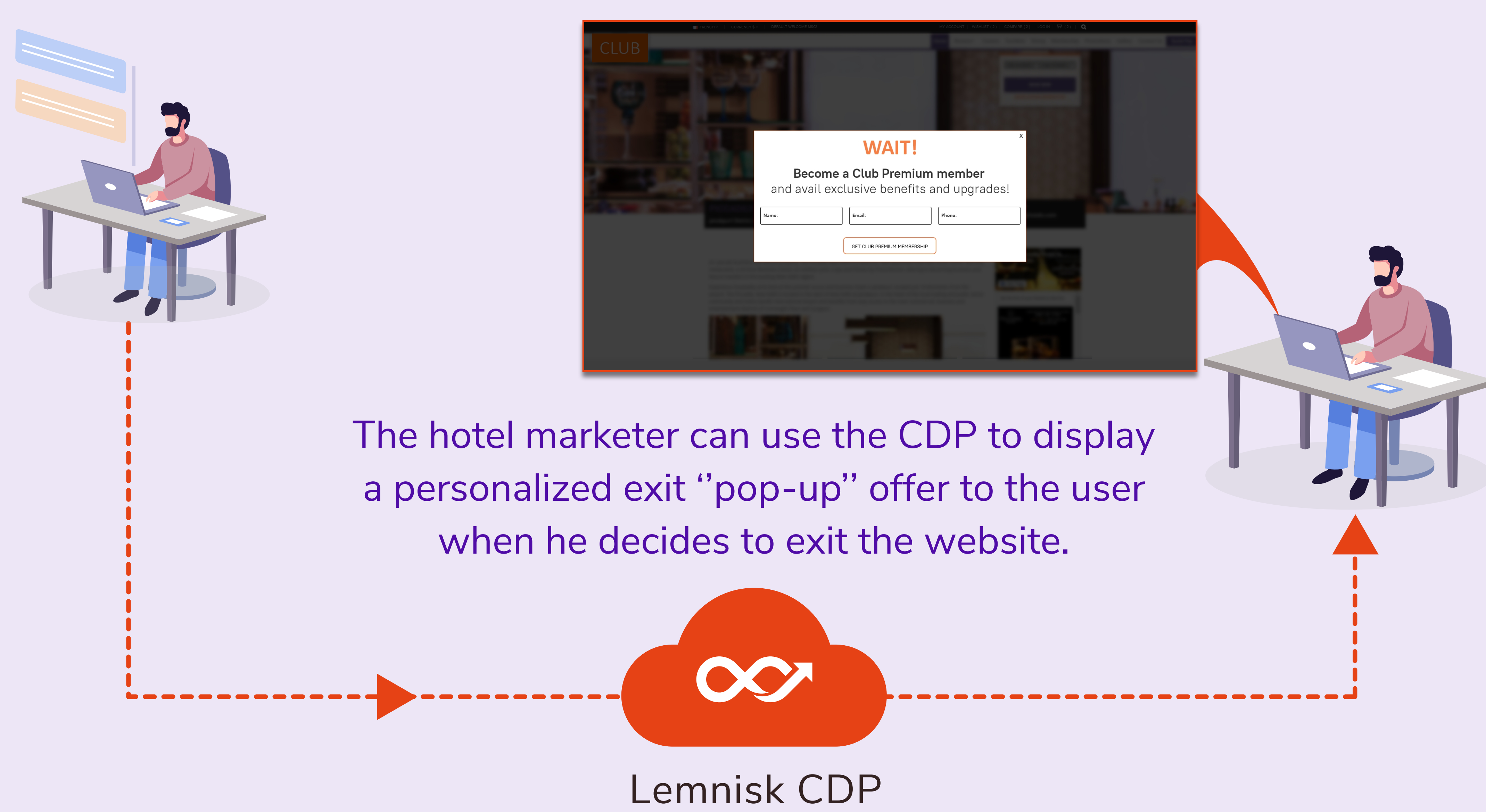
A prospect visits a hotel's website, checks out their service offerings, and later drops off.



02 EXIT INTENT



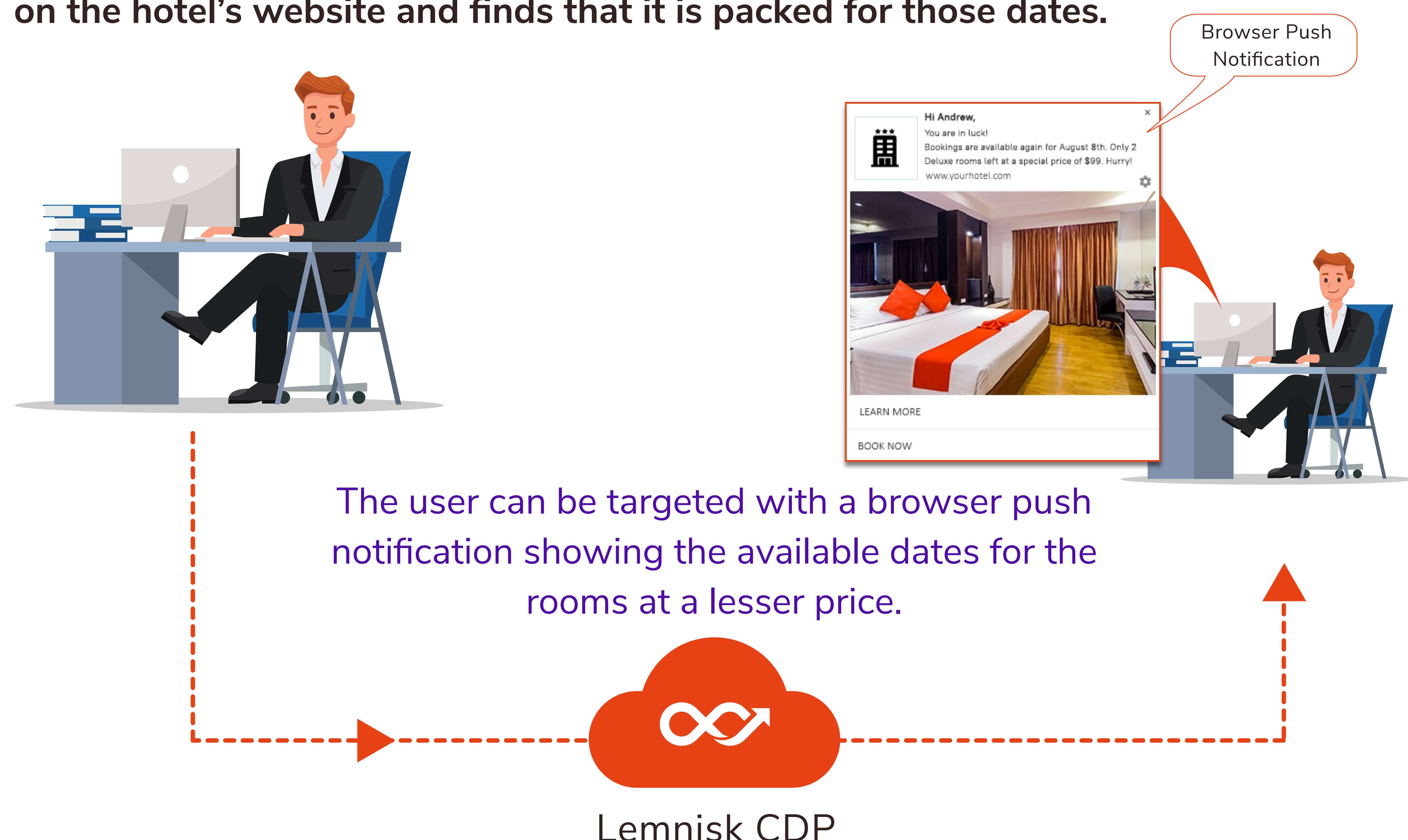
An anonymous user is looking at different holiday options on the website. Later, he decides to drop off without filling any details or lead information.



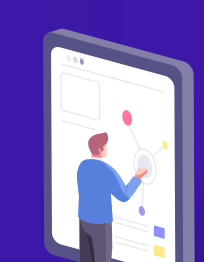
03 ROOMS UNAVAILABILITY



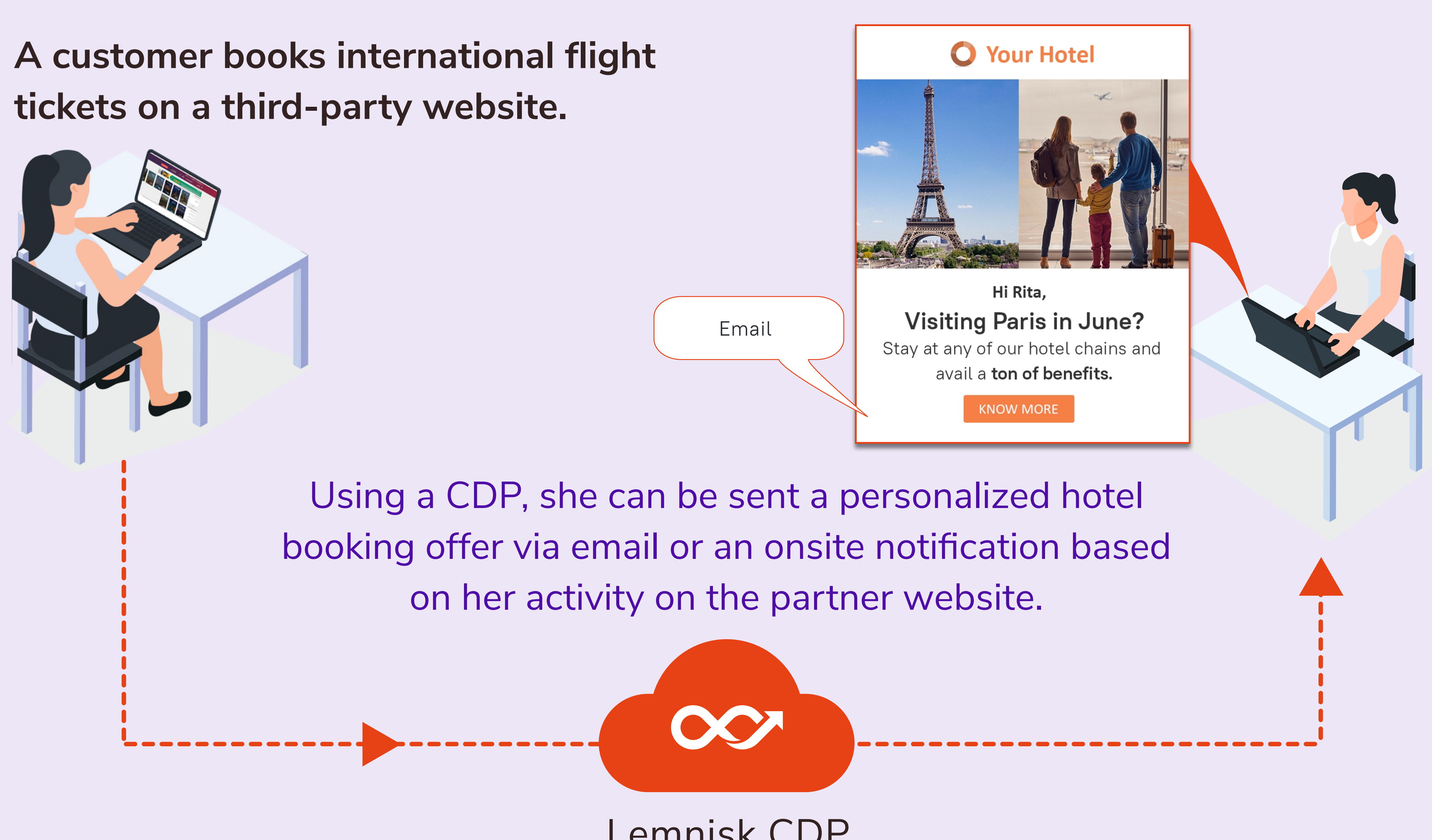
A prospective user checks the room availability for a particular date on the hotel's website and finds that it is packed for those dates.



04 THIRD-PARTY WEBSITE VISIT



A customer books international flight tickets on a third-party website.



Get access to all 20 CDP Use Cases for the hospitality industry below:
[E-BOOK: 20 CDP USE CASES FOR HOSPITALITY](#)