



Every Online Traveller has a telling story Revealed by their Digital Body Language.

Fanplayr's Behavioral Personalization Solution gives retailers best-in class real-time analytics and segmentation, that targets site visitors in real-time with personalized content and offers, to improve yield and customer loyalty.

Campaign Strategies include:

- Loyalty Targeting
- New Customer Acquisition
- Itinerary Specific Targeting
- Upsell Targeting
- Reduce Reservation Abandonment
- Email Capture

Our technology runs on proprietary, cloud-based, industry-leading platform with easy-to-use tools and simple JavaScript integration

Transparent performance based pricing and reporting

Expert Service with dedicated Campaign Managers who have analyzed billions of visitor shopping experiences across 100+ countries.

Case Study *

↑ **53.1%**
INCREASED NET
REVENUE

↑ **30.9%**
INCREASED
CONVERSION RATE

↑ **17.1%**
INCREASED AOV

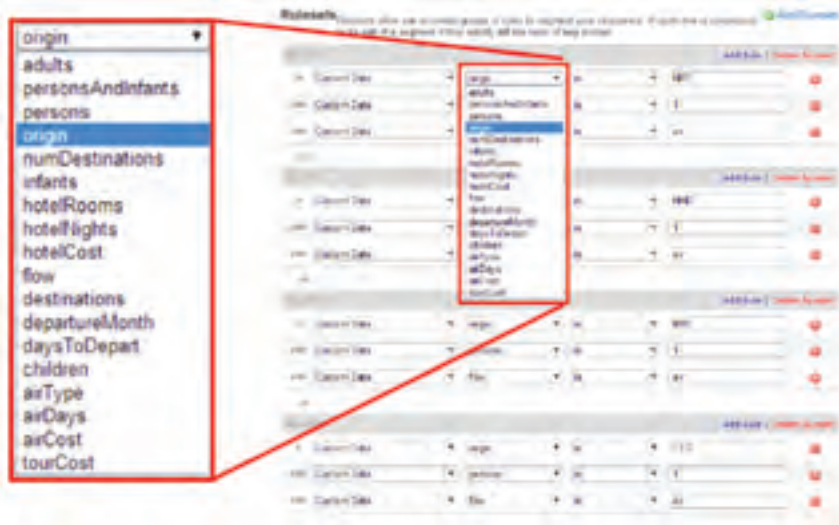
* Within targeted segments





Possible Custom Variables:

- **Destination month/interest:** target only specific months of the year or just some exclusive destinations
- **Class or service upgrade:** for frequent travellers
- **Number of passengers:** fight low occupancy rates with targeted offers
- **Hotel:** offer free activities or products in partner hotels to incentive the purchase
- **Low conversion rate:** identify those users with an historically low conversion rate and focus on them
- **And more...**



Fanplayr proved to be an excellent tool thanks to which we were able to identify and target an audience otherwise extremely difficult and expensive to reach

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