

Building Connected Engagement for Lasting Loyalty

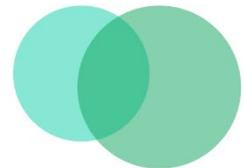
Adobe

 Audience segment



250K
High propensity

 Audience insights



40%
Loyalty members

33%
All flyers

Last-touch channel

1. Airline homepage	1,003	91.0%
2. Destination page	666	62.0%
3. Booking checkout	113	10.2%
4. Fare deals page	22	2.0%

Agenda

The engagement gap

Air Canada: The operating model advantage

Demo: Powering customer engagement

Audience Q&A

Today's speakers



Nate Smith

Director of
Product Marketing
Adobe



Lee Henderson

Digital Marketing
Technical Evangelist
Adobe



Jonathan McLachlan

Data Scientist,
Loyalty Spend Analytics
Air Canada



Mohd Asher

Senior Manager, Digital
Analytics, Personalization
and Marketing Technology
Air Canada

Customer problem: Connected experience



Product purchase

- Joined rewards program
- Opted into email program
- Visited online



Marketing outreach

- Email sent with a 25% discount offer...on the product I just purchased



Perception: Success!

- Email opened
- Personalized content
- Metrics measured



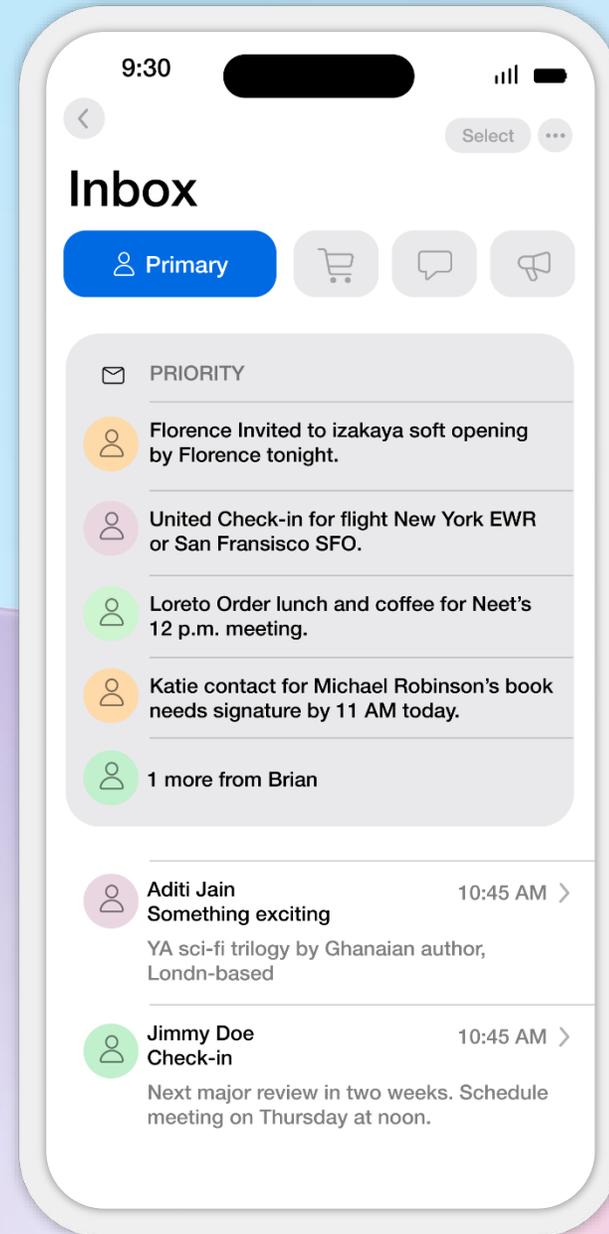
Reality: CX failure

- Repeat customer?
- Advocate?
- Resource allocation?

**Not all brands are
meeting the moment
for **customer
engagement****



AI as your first 'consumer' is already happening



Most brands still have a channel-first approach to customer engagement



Strategy driven based on product launch or marketing calendar



Organizational design based on **channel or functional silos** (CRM, Loyalty, Product)



Lagging insights & guesswork: Insights limited to specific programs, channels or engagement technology



List based approach to targeting and cutting lists from limited, channel-centric data



Inflexible architecture that requires data copy and movement, plus difficult to manage ecosystem workflows

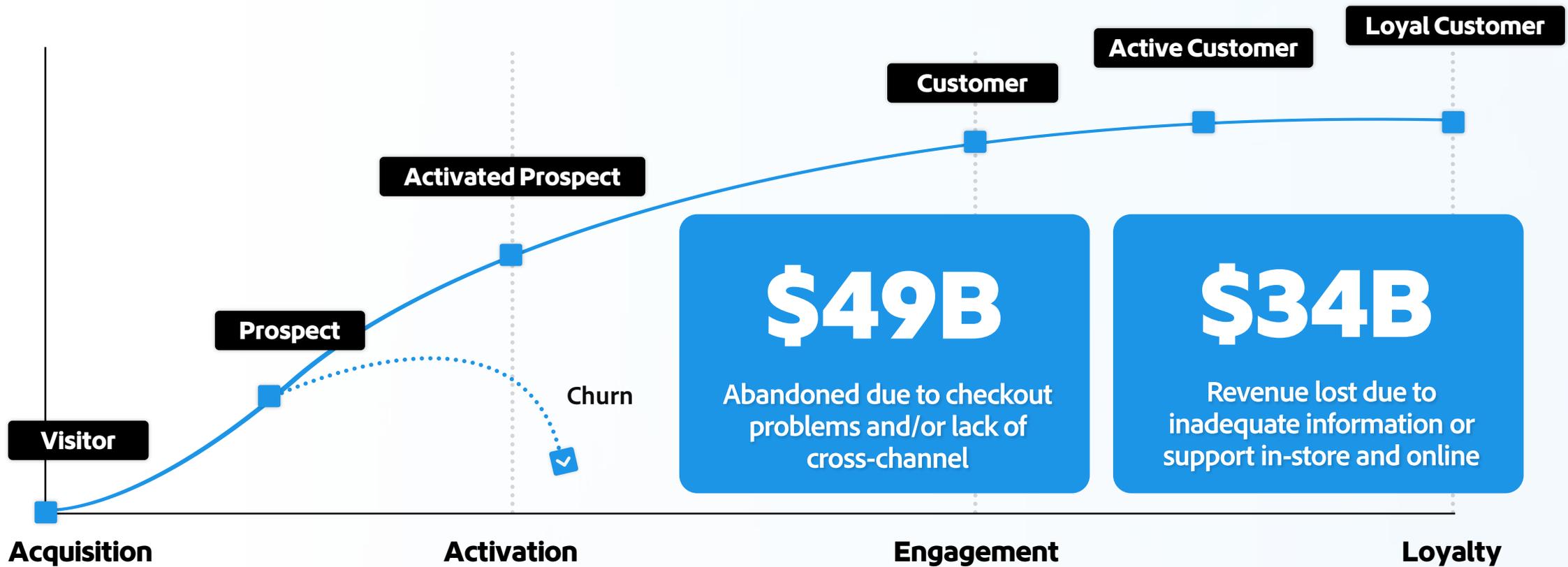


KPIs based on individual channel metrics and not easily attributed to business performance



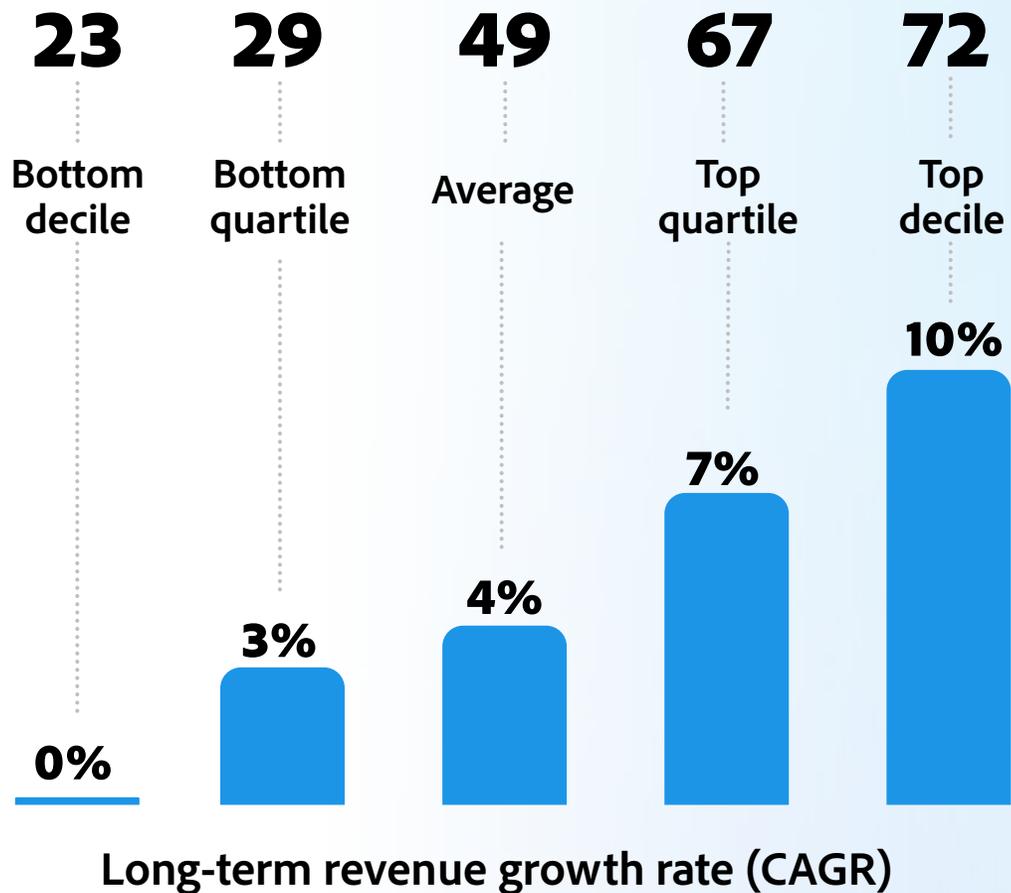
Why act now? The cost of **weak CX** is real.

Churn, unsubscribes, erosion of customer lifetime value.



Maximizing Customer Experience with a Strong Data Foundation., S&P Global Market Intelligence March 2024

Average score on Personalization Index



Note: We looked at the CAGR of publicly listed companies from 2018 to 2023, where data was available and excluding companies that had made major acquisitions.
Source: BCG Personalization Index research; Personalized: Customer Strategy in the Age of AI (Harvard Business Review Press, 2024)

Companies that put personalization and AI at the center of their customer strategy



Have more digital customer relationships



Grow 10% points faster than personalization laggards

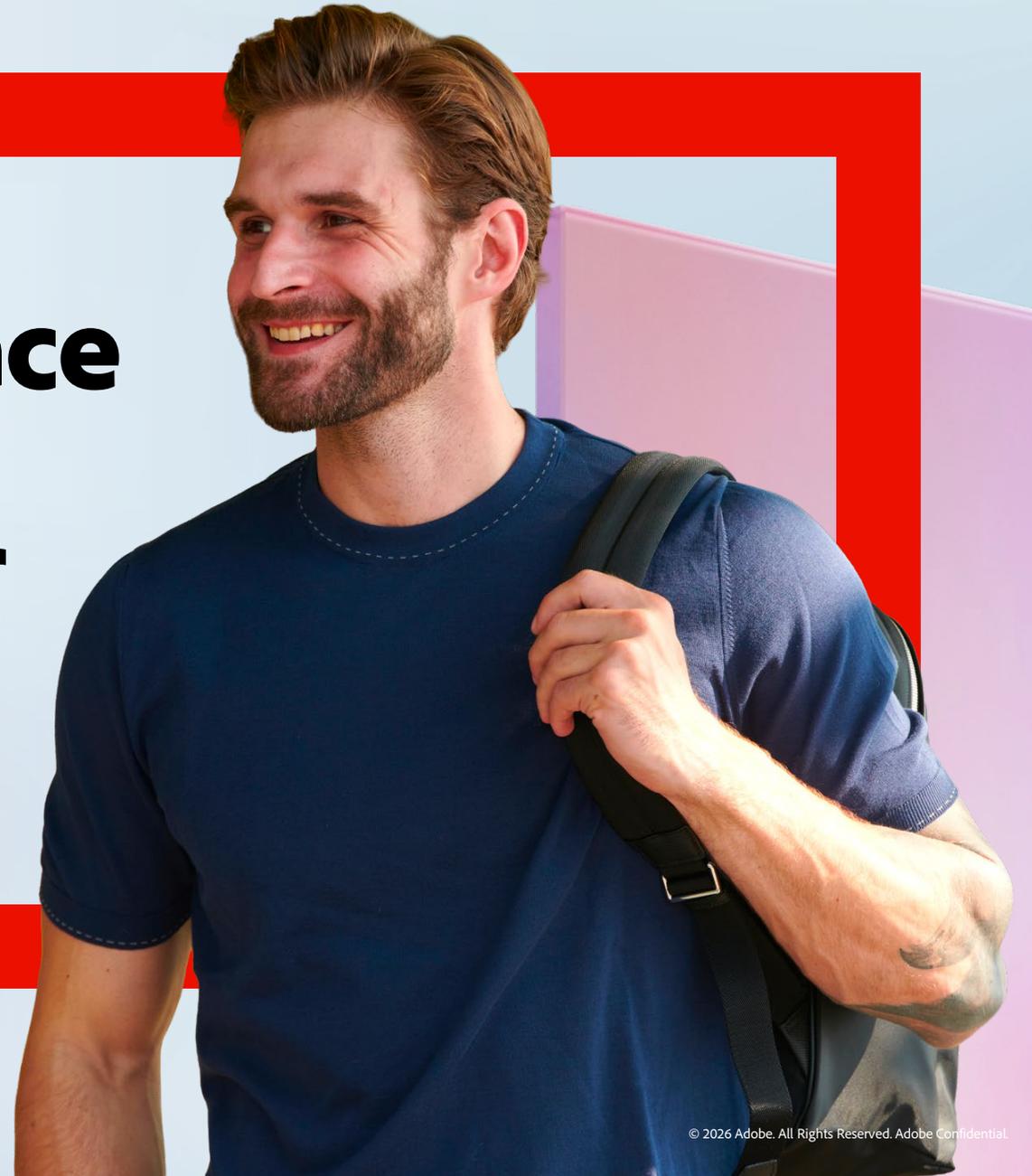


Have customers who spend 30% more



Have customers who engage 3x as often

**Brands can embrace
new strategies to
level up customer
engagement**



Characteristics of brands delivering best-in-class customer engagement



Seamless omnichannel orchestration anchored in customer needs, lifecycle stages, intended personalized experiences



Organizational Centers of Excellence to bridge gap between functional teams and shared goals across CX teams



Insights-driven decision making expands analytics beyond program-level metrics to holistic-real time insights that inform personalization and optimization



Unified, real-time customer profiles, audiences and attributes to inform customer journeys



Integrated and flexible architecture that that supports data privacy, and minimized movement of data



Success continuously optimized for customer lifetime value, loyalty, and retention



The operating model advantage



Jonathan McLachlan

Data Scientist,
Loyalty Spend Analytics

Air Canada



Mohd Asher

Senior Manager, Digital Analytics,
Personalization and Marketing
Technology

Air Canada

Asher Mohd

- Lives in Toronto, Canada
- 9+ years building data driven marketing ecosystems
- Leads Marketing Technology, Personalization & Digital Analytics at Air Canada



Jonathan McLachlan

- Lives in Toronto, Canada
- 7+ years bridging advanced analytics and customer segmentation with marketing technology to drive measurable business outcomes
- Leads data science initiatives using transaction, travel, and digital behavioral data to inform loyalty and credit card strategy—ensuring members receive the most relevant products and offers



What is Air Canada?



Canada's largest airline



Serves 180+ destinations



Over 1000 daily flights



Owns Aeroplan Loyalty Program with 9M+ highly engaged members



**This isn't a
technology story —
it's an operating
model story**



Delivering connected engagement requires more than platforms.



Technology enables possibility —
operating models enable outcomes



Data science, marketing, and
platforms must work as one system



Real value comes from turning
insights into activation at scale



How did the Data Science practice operate before AEP?



Advanced data science capabilities in place

- Built predictive models to understand customer behaviour and preferences and inform targeting
- Generated insights to support loyalty growth and credit card acquisition



Jeanette Murugi

Audience
Frequent traveler

✉ Send Intelligent offer

Headline
Last-minute getaway deals for Jeanette

✎ Rewrite



Limited activation capability

- Model outputs only usable as static member lists
- Activation limited to:
 - Email campaigns
 - Paid media targeting (manual list downloads/uploads)

The challenge: Turning insights into scalable experiences



Key capability gap

- No scalable way to operationalize model scores consistently across channels



What we needed

- Real-time, consistent personalization across channels
- Website
- Mobile App
- Paid media
- Email

How AEP changed the operating model

Before **Adobe** Experience Platform

- Data Science
- Model outputs exported as lists
- Manual engineering work to connect systems
- Manual audience uploads to media and email platforms
- Limited activation channels

With **Adobe** Experience Platform

- Data Science
- Model scores and audiences published to AEP
- Identity stitching connects anonymous and known users
- Automated audience distribution across platforms
- Real-time activation across channels

Results


Slow
activation


Heavy
operational work


Insights rarely
reached customers
in real time

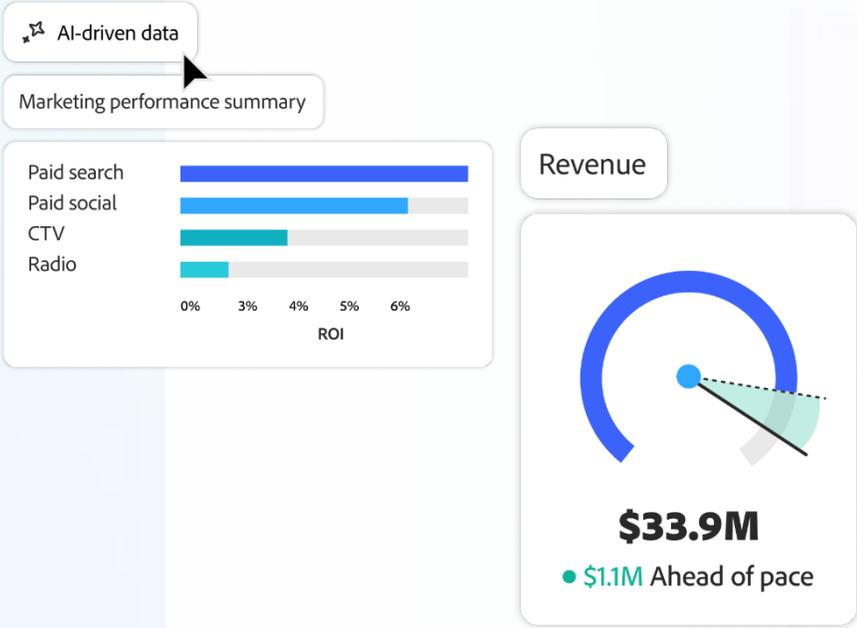

Web
personalization


Mobile app
experiences


Email
engagement


Paid media
targeting

Data science + marketing technology: Driving business outcomes



Shared objective

Turning predictive insights into measurable business impact

Operating model



Data Foundation

Dataiku connected directly to Snowflake, ensuring reliable and consistent model inputs across all data sources.



Model Development & Productionization

Models built with validation, monitoring, and guardrails to ensure reliable production scoring.



Automated Model Scoring

Automated scoring pipelines generate standardized member-level scores with no manual intervention.



Activation Through AEP

Model scores delivered to AEP, enabling rapid activation across channels and fast iteration on new features.

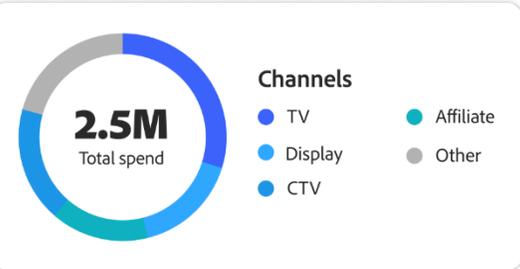
Business outcomes

🔄 Holiday promos - AI recommended

Date range
10/30/24 - 12/31/24

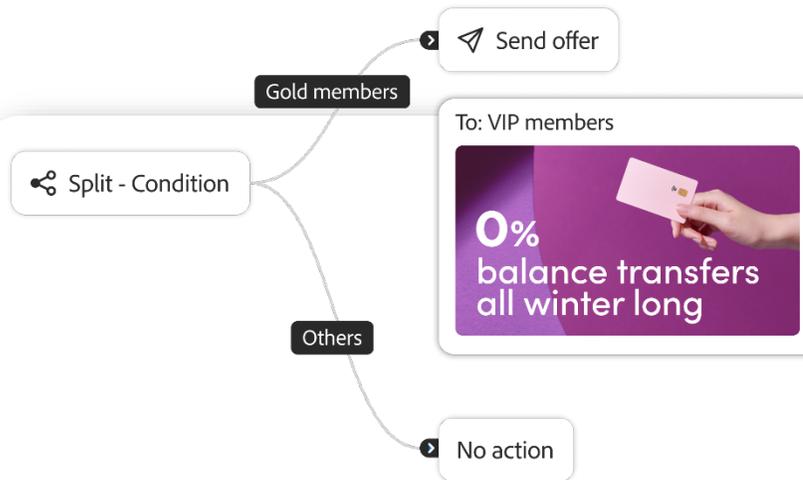
Model
Account opens upsell

Budget
\$1M



Marketing technology

Reduced time to value for new personalization use cases
Faster activation across channels



Data science

Maximized return on loyalty spend
Accelerated credit card acquisition strategies

What has the operating model unlocked?

Right Product Targeting



Problem

Premium credit card acquisition opportunities within the mobile app were not fully optimized because data science scoring could not be activated in real time within the channel.



Strategy

Leveraged Adobe Experience Platform to activate the Premium Card acquisition model in the mobile app, enabling targeted, data science-driven offers and personalized messaging for high-propensity members.

Create new campaign audience.



560K

High propensity score

Influential factors



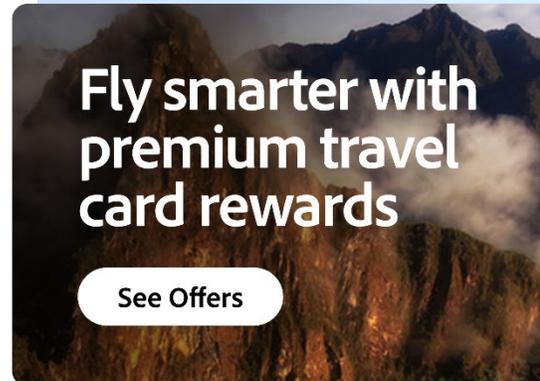
First class ticket buyers



Los Angeles



New York



Outcome

After launching personalized targeting in the mobile app, premium card acquisitions from that channel increased by **32%**, demonstrating the impact of connecting predictive models directly to customer engagement.

What has the operating model unlocked?

Personalised Travel Experience



Problem

Unable to communicate product enhancements in a clear, non-intrusive way to inform eligible members that they could access a non-Air Canada lounge when traveling through a specific airport



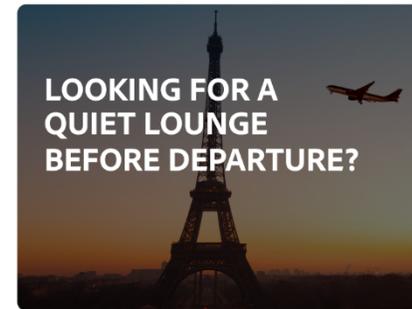
Strategy

Used Adobe Experience Platform to trigger a targeted flag in the Air Canada mobile app, highlighting the lounge-access benefit for eligible members. Leveraged existing AEP configurations we had already built, enabling rapid deployment with minimal additional development.

Brand Campaign

- ✉ Email
- 🔔 Push notification
- 📱 In browser notification
- 📺 Paid social
- 💬 SMS

Personalized message



Outcome

Delivered a fast, low-effort solution from design to production. Thousands of eligible members have already received timely notifications—improving their experience while driving value for the business.

What has the operating model unlocked?

Recommended Destination



Problem

Personalized Travel offers within AirCanada.com and the Mobile app not possible as scoring could not be activated in real time within the channel.



Strategy

Leveraged Adobe Experience Platform to activate the Destination Recommendation Model, enabling data science-driven offers and personalized messaging for high-propensity members.

 **Anna Khan**

Address
akhan@bodea.com

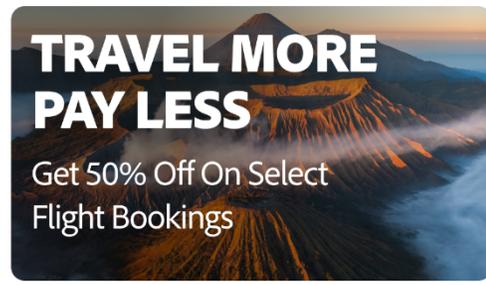
Loyalty status
Silver

Last purchase date
November 12

Loyalty member promotion



✉ Send Intelligent offer



**TRAVEL MORE
PAY LESS**

Get 50% Off On Select
Flight Bookings



Outcome

After launching personalized destination targeting on AirCanada.com. Increased engagement as members are match to more relevant special offers and ads

Key takeaways



Great models don't drive revenue sitting in a data warehouse. The value is in getting them in front of customers, at the right moment, across every channel.



When data science and marketing technology share KPIs and infrastructure, insights reach customers in real time instead of staying inside models.



The platform is only as powerful as the team and processes built around it. Air Canada didn't win on technology — they won on alignment.

Powering customer engagement



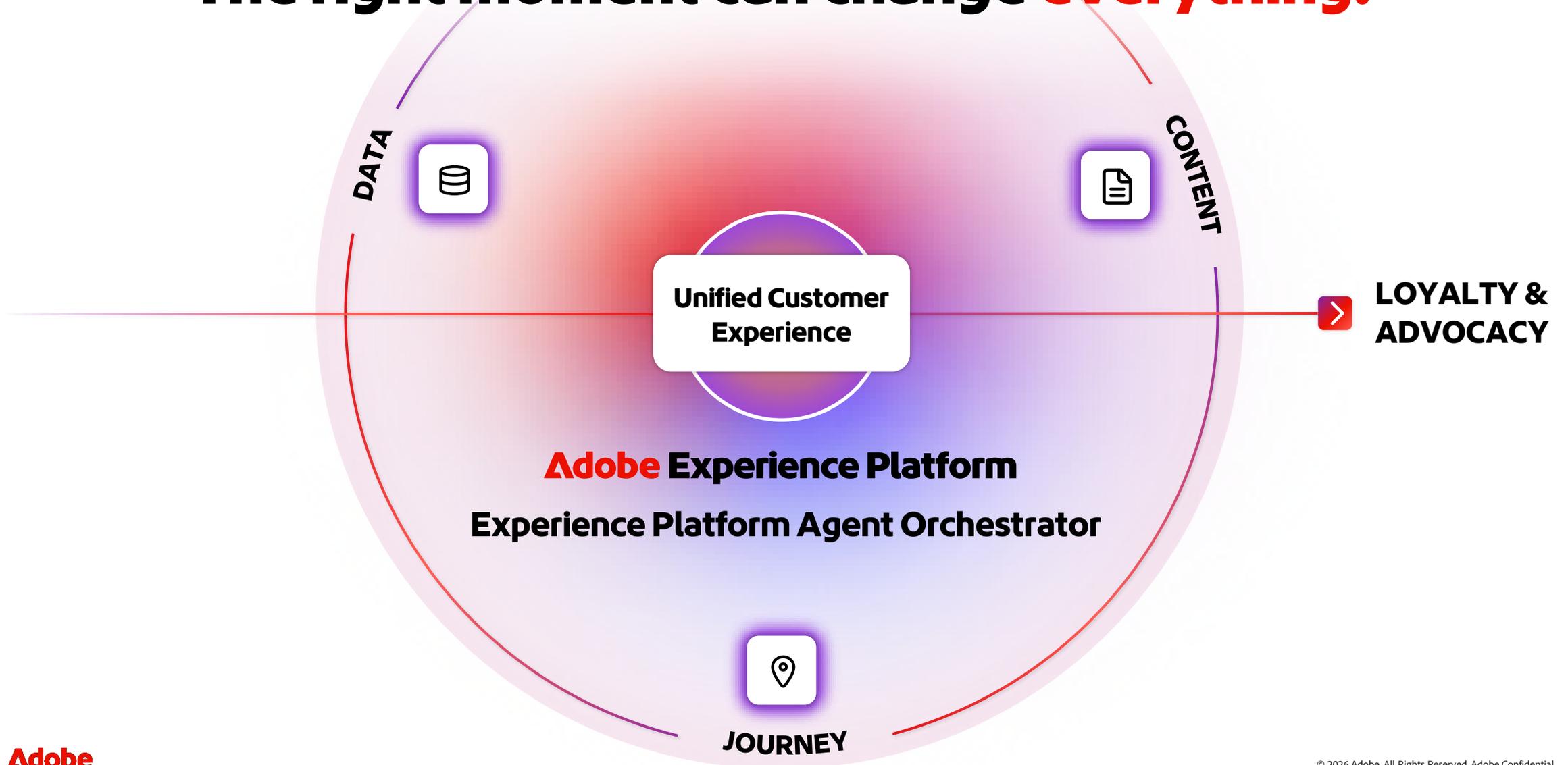
Lee Henderson

Digital Marketing Technical
Evangelist

Adobe

If you're **not connected**, you miss the moment

The right moment can change **everything**.



Q&A



Nate Smith

Director of Product Marketing
Adobe



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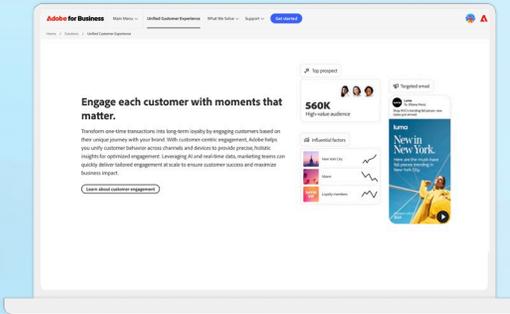


Mohd Asher

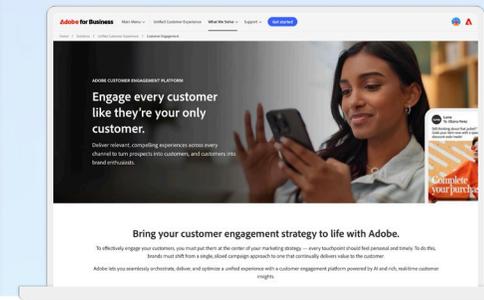
Senior Manager, Digital Analytics,
Personalization and Marketing Technology
Air Canada

Related resources

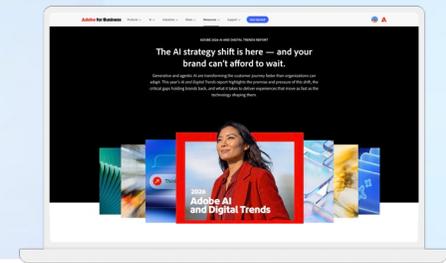
Engage each customer with moments that matter.



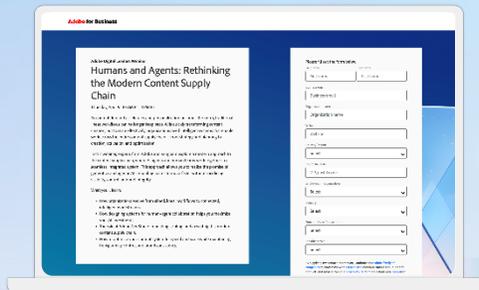
Engage every customer like they're your only customer.



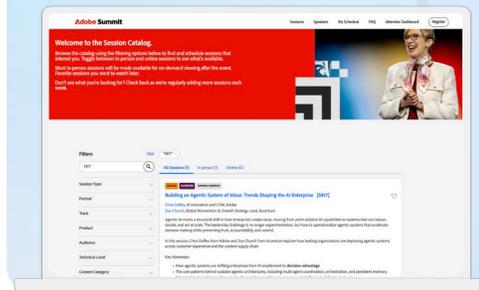
The AI strategy shift is here — and your brand can't afford to wait.



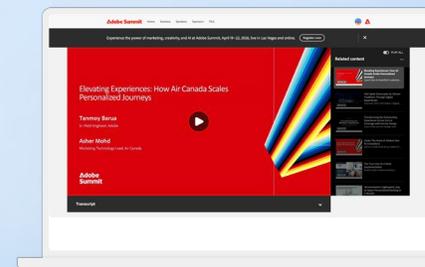
Upcoming webinar 4/9: Rethinking the Modern Content Supply Chain



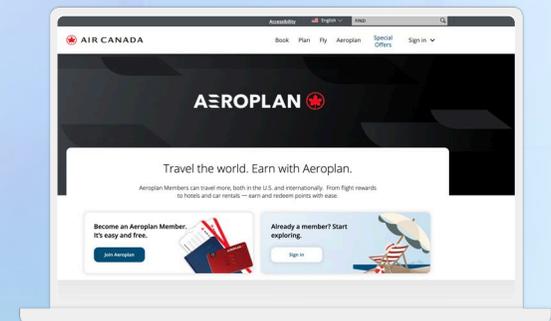
Upcoming Summit session 4/22: Building an Agentic System of Value



Elevating Experiences: How Air Canada Scales Personalized Journeys - S925



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Adobe