Heathrow reimagines the airport experience.

The UK's aviation hub seeks to make every journey better—in the air, on the ground, and online.

Heathrow

Making every journey better

> *"Delivering useful information is clearly a benefit, but our real goal for using Adobe Campaign is to provide travelers with the absolute best airport service."*
>
> *Simon Chatfield, Head of eBusiness and CRM, Heathrow Airport Limited*

SOLUTION

Adobe Marketing Cloud including the Adobe Campaign, Adobe Analytics, Adobe Target, and Adobe Social solutions

RESULTS

6 MILLION **CUSTOMER CONTACTS** per month

Supports commitment to **SERVICE EXCELLENCE**

UNDERSTANDING customer behavior across channels

Leveraging **MOBILE DEVICES** to personalize journeys

Heathrow Airport Limited

Established in 1946

Annual Passengers: 75 million (2015)

London, England, United Kingdom

www.heathrow.com

Acxiom Corporation

www.acxiom.com
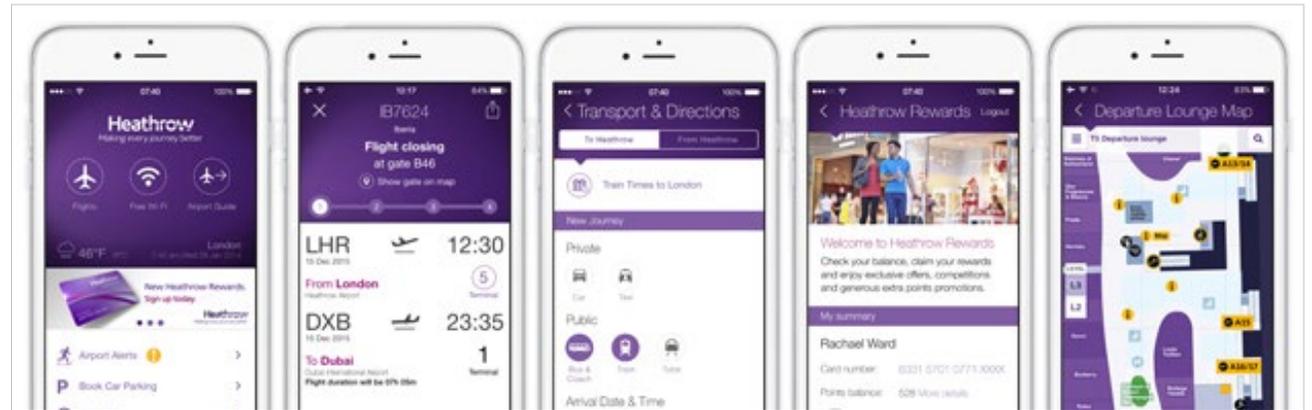
CHALLENGES

· Delivering the world's best airport service

· Communicating effectively with passengers across digital channels, including web, mobile app, email, and SMS

· Identifying audiences and providing the right information based on their interests and locations

A travel destination

London Heathrow is Europe's busiest airport, annually helping more than 75 million passengers get to and from 185 places in 84 countries on 80 airlines. Heathrow also runs trains to downtown London and offers a plethora of parking options. Plus, it's one of Great Britain's most productive retail spaces (per square foot), featuring over 100 retail and restaurant brands in four terminals.

When the company that runs Heathrow adopted the slogan "making every journey better," it wasn't simply referring to flights. Heathrow Airport Limited is referring to travel to and from the airport, pedestrian traffic inside the terminals, and free Wi-Fi, too. The airport is also making every digital journey better, from planning a vacation online to looking for tea in one of the airport's terminals using the Heathrow Airport Guide mobile app.

To personalize customers' digital journeys, Heathrow collects and analyzes data from all touchpoints and targets customers in real time with dynamic content. The aim is to present all of its facilities and useful information as a unified whole that customers can easily access to meet any of their needs.

"The airport, parking operations, train service, and retail are all separate business units," says Simon Chatfield, Head of eBusiness and CRM, Heathrow Airport Limited. "But customers see Heathrow as one entity. If they interact with one part of the business, they expect the other parts to know who they are and what they need. We can accomplish that with Adobe Marketing Cloud."

Each traveler is unique

Heathrow engages customers by using Adobe Campaign, Analytics, and Target. Opportunities for Heathrow lie in its ability to combine customer data from sources such as travel bookings, Wi-Fi logins, and purchases from airport retailers, and then use it to determine the best ways to connect with customers across channels. Heathrow specifically chose Adobe Campaign for its cross-channel capabilities.

"Adobe Target works with Adobe Campaign to trigger actions and to keep customers engaged. Before we had Campaign, there was no link between our online and email systems, and we would lose touch."

Simon Chatfield, Head of eBusiness and CRM, Heathrow Airport Limited

"Customer touchpoints include several websites, our mobile app, and email communications. We're also developing SMS capabilities, so we need to track cross-channel behavior and use it to guide our marketing," says Chatfield. "The Integrated Customer Profile in Adobe Campaign helps our customer relationships evolve over time through progressive personalization."

Adobe partner Acxiom helped Heathrow implement Campaign and provides ongoing support as the airports' data provider. Acxiom manages Heathrow's commercial customer relationship management (CRM) database, which contains 25 million contacts. About 10 million are active and Heathrow reaches out to about 6 million of them in any given month.

The journey begins

A typical customer engagement may start with someone preparing for a vacation by visiting Heathrow's website for parking information. If they leave the site early, they'll receive tailored content that reflects their previous visit, such as a reminder to complete the parking reservation and an offer to join Heathrow Rewards, the airport's loyalty program that gives points for parking and retail purchases. When the reservation and application are complete, the traveler receives an email confirming the booking and membership.

"Adobe Target works with Adobe Campaign to trigger actions and to keep customers engaged," Chatfield says. "Before we had Campaign, there was no link between our online and email systems, and we would lose touch."

Over time, Heathrow can continue targeting customers with relevant communications, such as a Heathrow Rewards newsletter and special offers from airport retailers based on information provided with their application. The airport also listens to social conversations with Adobe Social and uses those insights to improve targeting and optimize experiences.

"People come to Heathrow because they're traveling or meeting a visitor—but we want to keep up communication with them during all of the in-between times as well. We're looking at how they get to the airport, how they plan their trips, what we can provide before travel, and what they might want to look for in the terminals," Chatfield says. "Adobe Marketing Cloud helps us determine what information people want and then deliver it at each step in their customer journey."

Experiences first, revenues second

With Adobe Analytics and Target, Heathrow plans for and tests experiences. Adobe Analytics helps Heathrow track individual customers and gauge how they respond to specific channels and content. With Adobe Target, marketers can use A/B and multivariate testing to refine page layouts and user experiences, right down to which image gets customers to take action.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign, Adobe Analytics, Adobe Target, and Adobe Social solutions. Capabilities used include:
  - Integrated customer profiles
  - Cross-channel campaign orchestration
  - Real-time interaction management
  - Real-time web analytics
  - Mobile app analytics
  - Advanced segmentation
  - A/B and multivariate testing
  - Automated personalization
  - Listening and moderation

For more information
www.adobe.com/solutions/digital-marketing.html

www.adobe.com/marketing-cloud/campaign-management.html

www.adobe.com/marketing-cloud/web-analytics.html

www.adobe.com/marketing-cloud/testing-targeting.html

www.adobe.com/marketing-cloud/social-media-marketing.html

Combined, Adobe Campaign, Analytics, and Target enable Heathrow to offer each customer products and services that reflect their previous visits online or to the airport. Advanced features even support geotargeting on mobile devices, letting people know about relevant services available nearby in the terminal. For instance, Campaign can send an offer for a designer handbag or an iPad to a traveler's smartphone app when she or he is in the terminal near the store. While this is just one example, it helps demonstrate Heathrow's commitment to giving travelers information that surprises and delights them.

"Delivering useful information is clearly a benefit, but our real goal for using Adobe Campaign is to provide travelers with the absolute best airport service," Chatfield says.