Keynote Presentation

Data-Driven Transformation

More Info

Driving Growth with Data & Automation: How Viking Line used Avaus & Hightouch to Boost Revenue & Efficiency at Scale

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INTERCONTINENTAL HOTEL
#DDSUMMIT

DATA DEMYSTIFIED SUMMIT

Driving Growth
with Data & Automation
How Viking Line used Avaus & Hightouch to Boost
Revenue & Efficiency at Scale
avaus
hightouch

MEET YOUR SPEAKERS

ON BEHALF OF THE VIKING LINE CASE

Steven Biehl
Managing Director DACH @ Avaus
Munich Germany, 1 daughter 1 dog
12 years in Sweden, 2nd home in Brasil
Digital Transformation, American Football
Crossfit

Leonie van der Sleen
Solutions Engineer @ Hightouch
Dutch with German/Austrian partner
Ex-Snowflake, 2nd person for Hightouch in EU
MarTech, Cycling on road bike, Classical singing

Avaus
Scandinavian Transformation Agency
Data Driven Marketing and Sales
Offices in Finland, Sweden, Germany
~80 employees
Strategy, Data, Analytics, AI, MarTech

Hightouch
Composable Customer Data Platform
Making the data warehouse a revenue driver
San Francisco based, offices in London & Paris
~180 employees

VIKING LINE

5 million passengers

130 000 cargo units

Turnover ~M€ 500

60 years of business

+ 2000 employees

SWE, FIN & EST

VIKING LINE

Offering longer Cruises

Offering 6 direct routes

Hotel & restaurant packages

Tax free is significant share of revenue

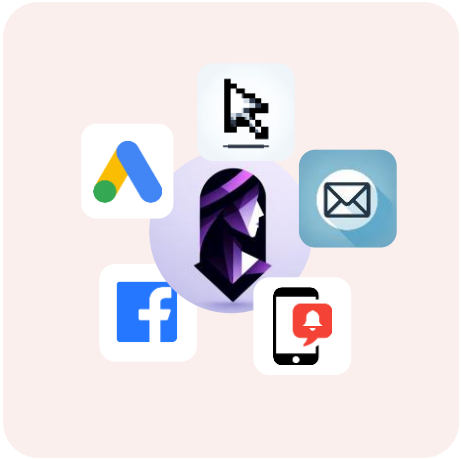
Cruises are of higher value

Viking Line:

Focus on three areas to drive growth

New customer acquisition

- best customer profile
- conversions



Drive repeat bookings

- when do they buy?
- what do they buy?
- what is the best channel?

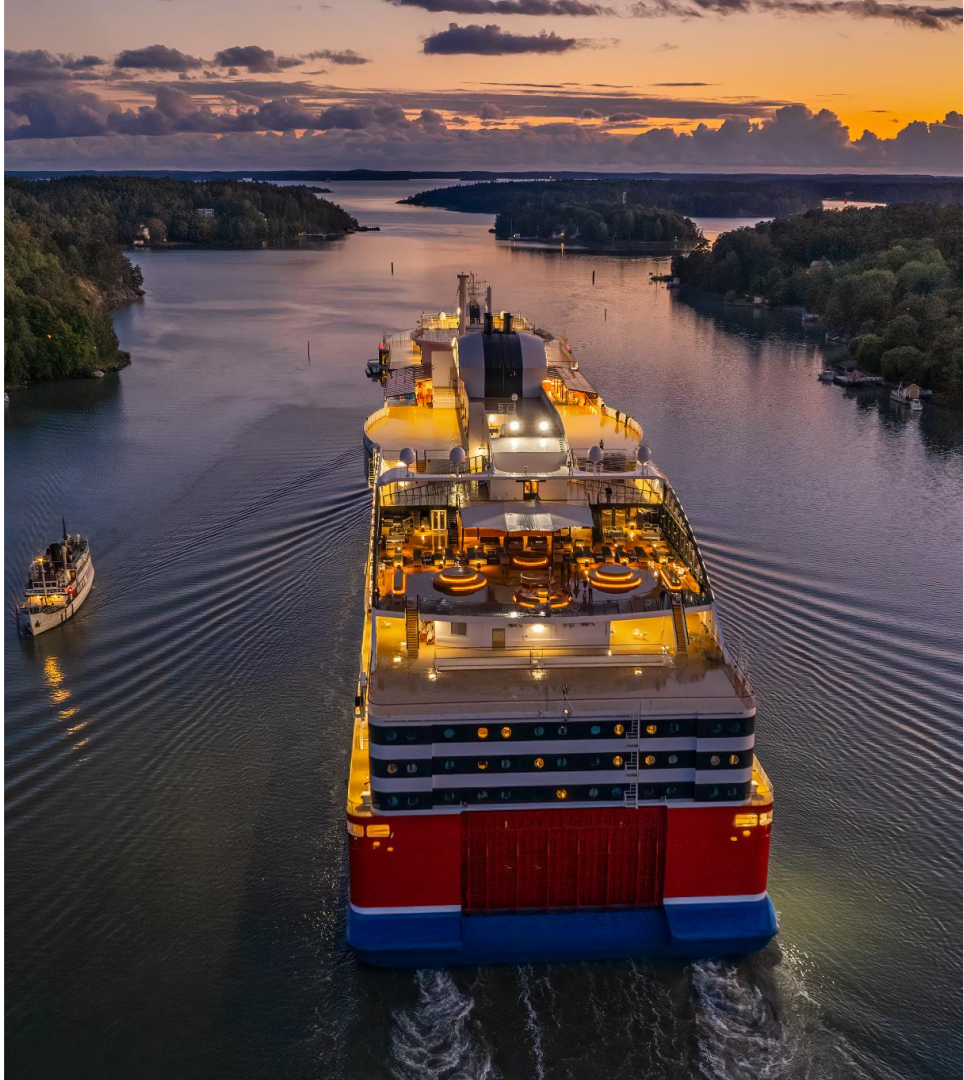
Driving repeat bookings

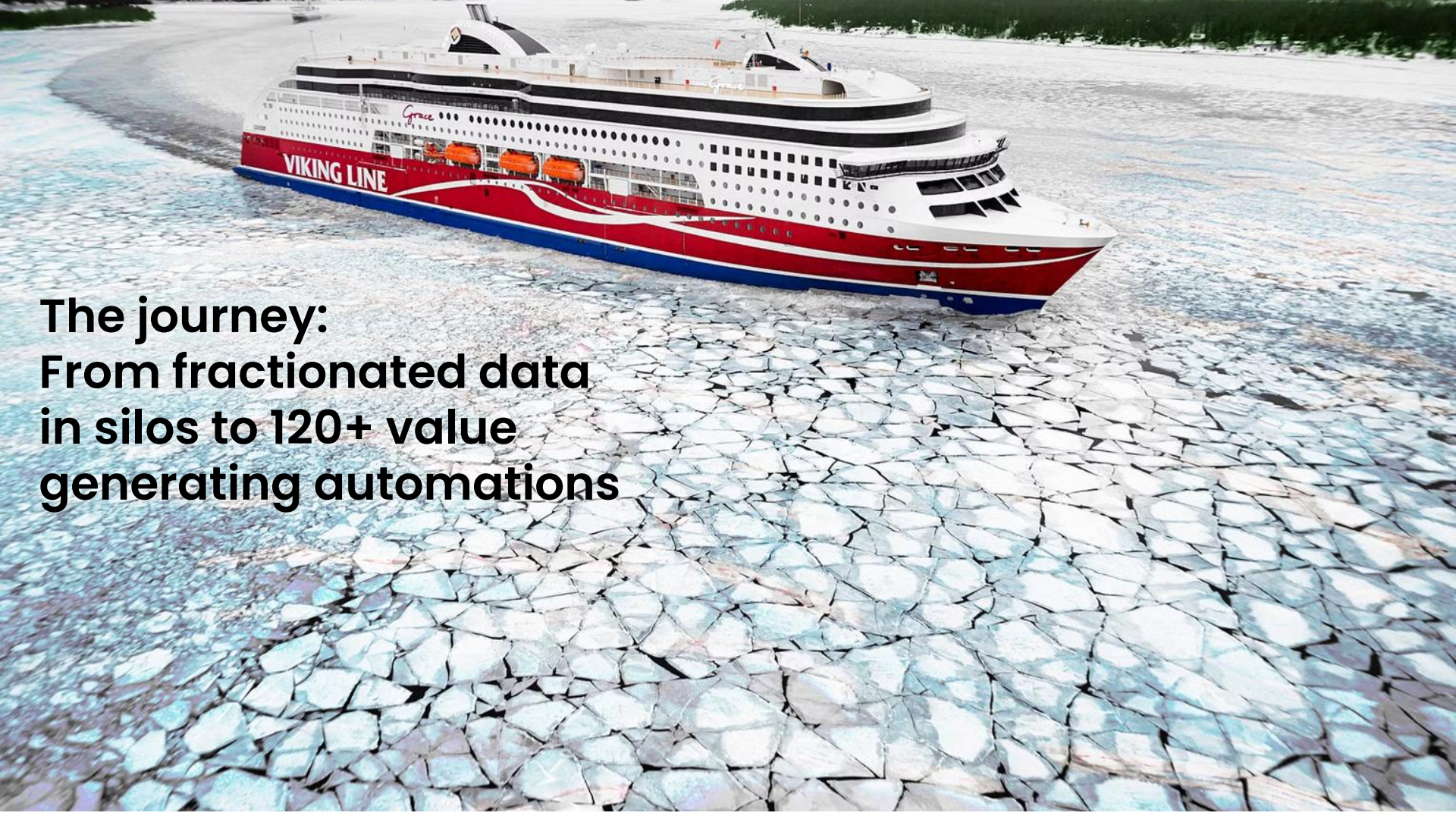
- favorite categories
- booking data

Collecting a lot of customer data, however…

Challenges

- All data was only **on prem**
- Marketing teams had **no way to easily use** this data for campaigns
- **Lack of measurability** for marketing return on investment
- **Lack of scalable tech** stack and data infrastructure to meet future needs
- **Lack of data competence** and data driven way of working





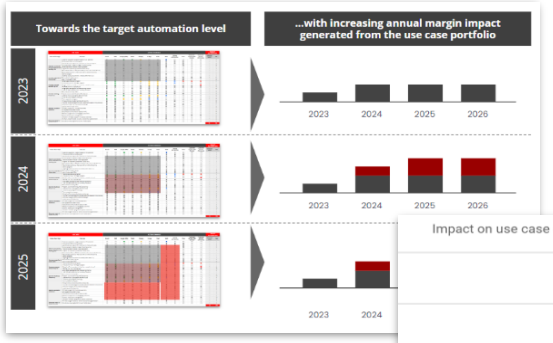
The journey: From fractionated data in silos to 120+ value generating automations

Starting point:

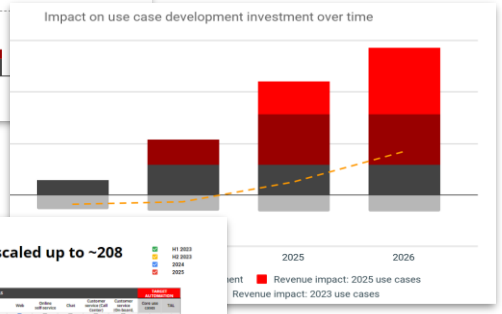
Vision and plan for data-driven success defined

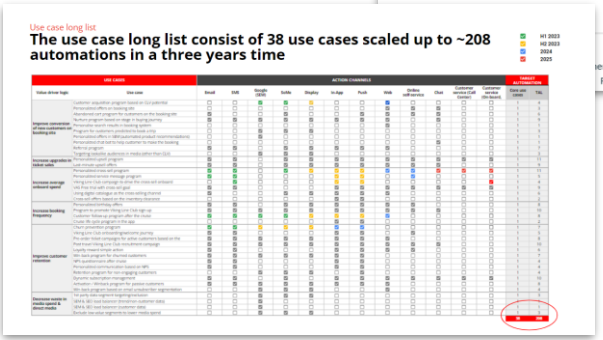
- Stakeholder alignment and management buy-in
- Detailed plan and investment case with go / no-go decision
- Joint targets and incentivisation model agreed

Financial targets and roadmap



Investment plan





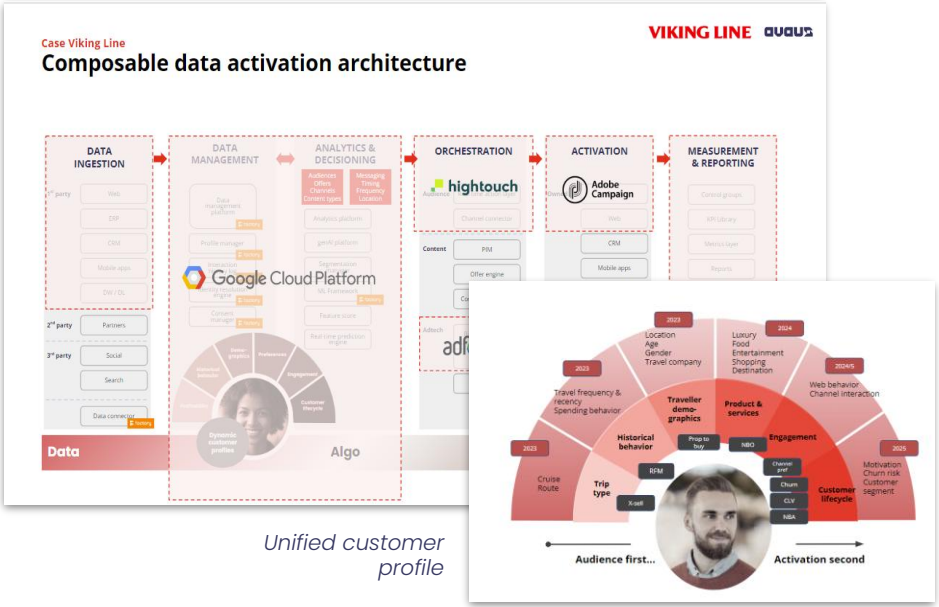
Use case portfolio and target automation level

Year of collaboration 1 2 3

First year

Build foundational capabilities and generate the first business results

- Composable CDP with GCP Data Warehouse and Hightouch activation
- First 30 use cases automated
- Operating model tailored for Viking Line organization
- Very competitive cost structure compared to other CDPs



Unified customer profile

Google Cloud Platform

hightouch

Accelerated by Avaus technical data components for profile stitching, omnichannel consent management, reporting and event data logging

Year of collaboration 1 2 3

Customer Profile

Initial customer data points that became accessible and actionable

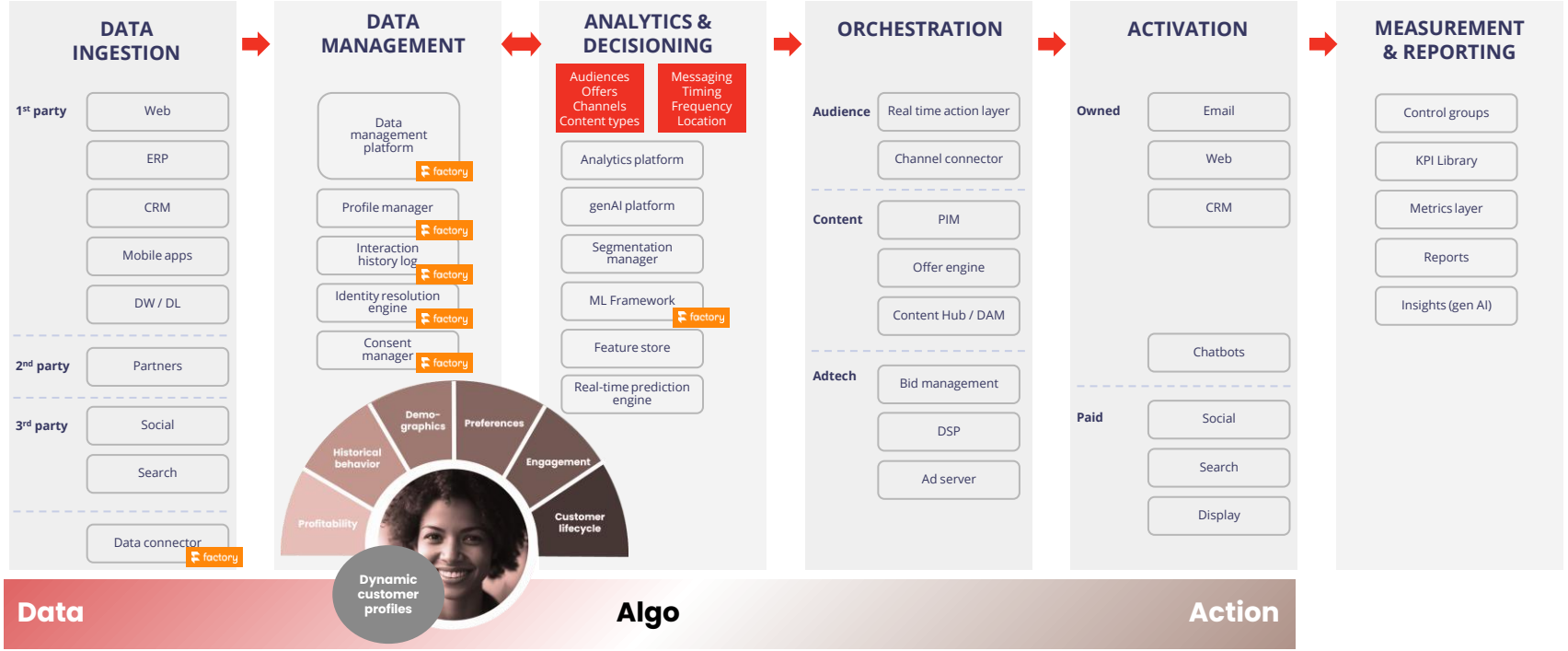
Profile Component Identifier

- CustomerNr
- Booking #
- VLC ID
- Customer ID

Attribute category	Customer demographics	Purchase behaviour	Engagement history	Product preferences	Customer lifecycle stage
Available data-driven attributes	Location Age Gender Street Address Postal code	Trip type Travel frequency Travel recency Pre-bookables	Web behaviour App behavior Email behavior	Destination Onboard receipt data (e.g. luxury, food, tax-free) Entertainment	RFM Families Generations (e.g. Millenial, Gen-Z)
	Profile Component	Profile Component	Interaction History	Customer Profile (BQ)	Vertex AI/ PC

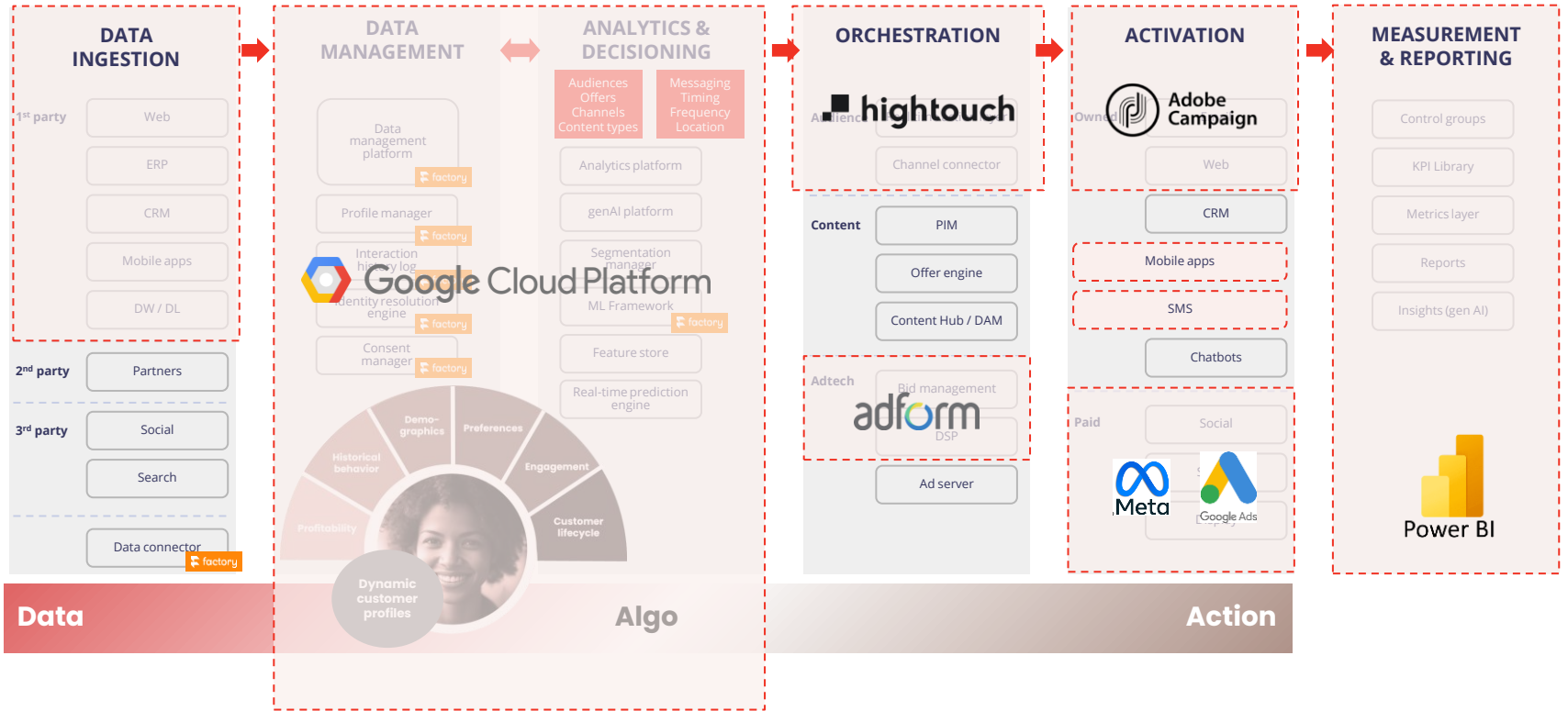
Best practice:

Avaus definition of architecture and key technologies for a data driven marketing tech stack



Viking Line:

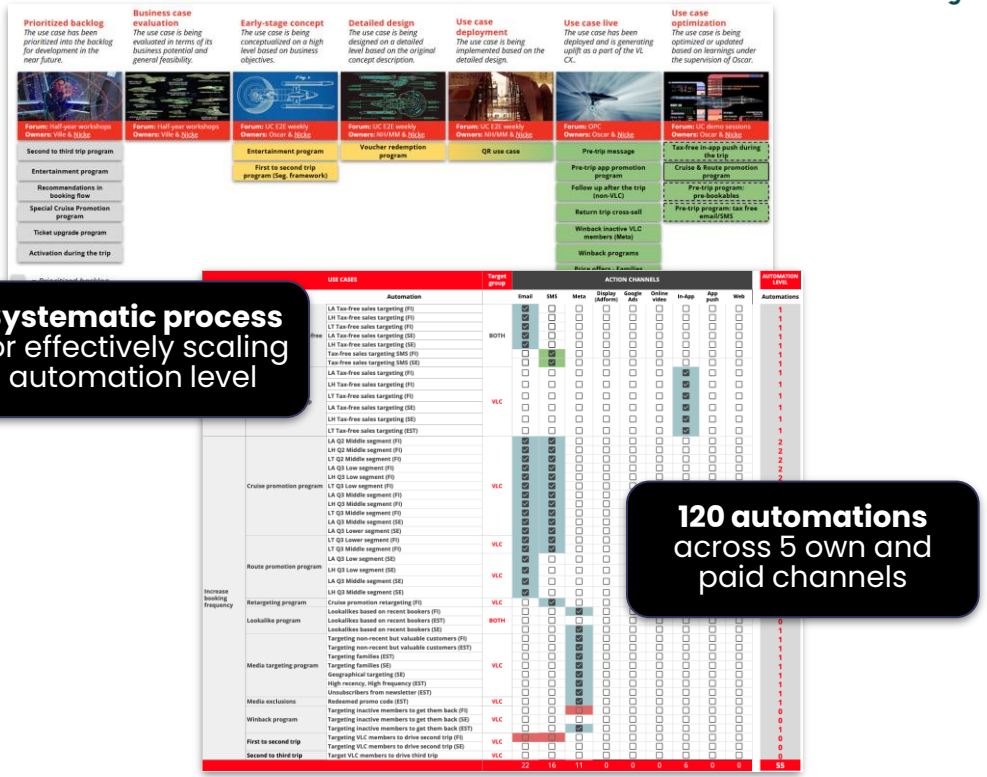
High level architecture for data-driven marketing and sales with activation of first party data in five channels



Second year

Getting to scale - 120+ automations in production

- Advanced RFM model
- Customer acquisition
- Pre-boarding
- Onboard sales
- Offer redemption



Tom Lindberg
Chief Digital Officer
Viking Line

"Avaus' experts and structured approach creates guidance for us, going from manual to highly automated ways of working"

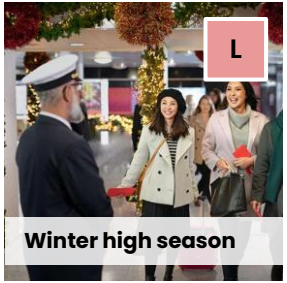
Year of collaboration 1 2 3

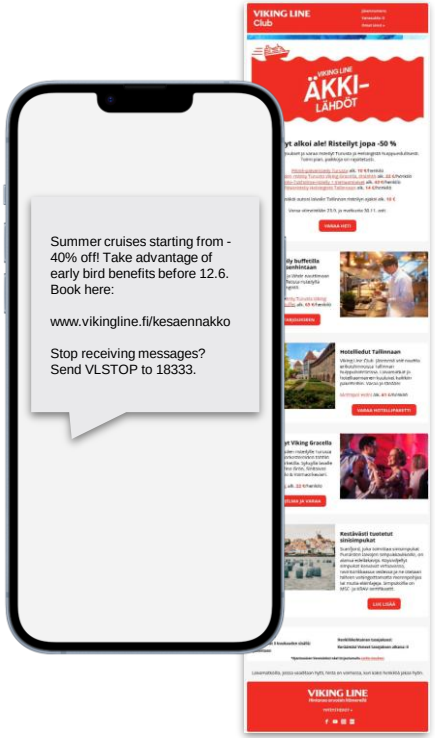
Use case example

Driving frequency with predicted likelihood of travel

PREDICT WHEN

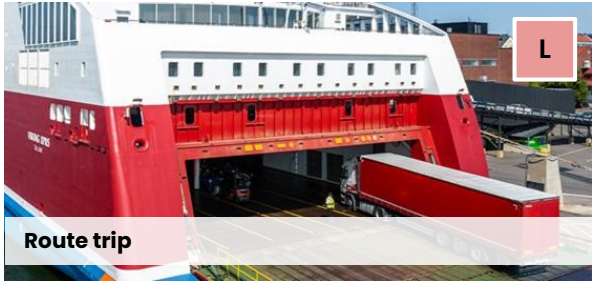
the customer most likely to travel?





PREDICT WHAT

type of trip is most likely next?



H	High predicted likelihood
M	Medium predicted likelihood
L	Low predicted likelihood

Use case example

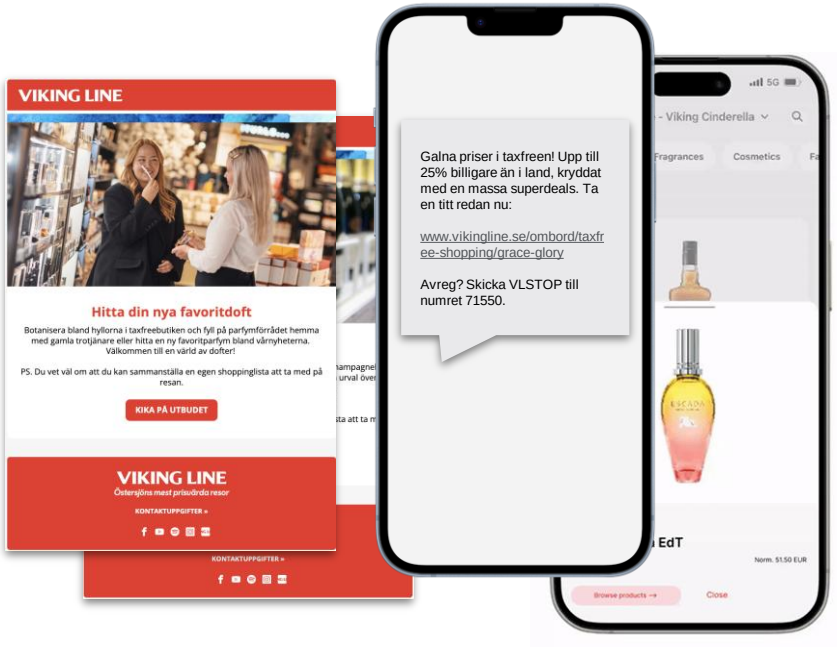
Driving onboard spend with predictive tax-free personalization

PREDICT WHICH

tax-free products the customer is most likely to be interested in?

...

- Fragrance A
- Fragrance B
- Fragrance C
- Fragrance D
- ...



H	High predicted likelihood
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Results after the second year

Significant revenue uplift created buy-in and excitement

- 20-50% lower CPA*
- 8% lower CPA for entire Meta spend
- 5.5% higher average spend on tax-free for targeted customers
- ~18 months payback time for initiative

*for segments using first-party data compared to previous segmentations.

Year of collaboration 1 2 3

What's Next

Allowing marketers to create audiences without code using Hightouch

Niklas Andersson
Digital & CRM Manager
Viking Line

"When starting the project, I could never have imagined how advanced we would be two years down the road"

Year of collaboration 1 2 3

Q&A