



Journey Latin America case study (Sarah Bradley, Managing Director)

Save money and time with smarter marketing.

During this uncertainty, every penny counts. To get the most value out of your marketing, you need to know which people out there are worth approaching – the people who become your best customers because they spend, recommend and return more.

No more wasted effort.

With our DNA data analysis, we can tell you who those star clients will be. We do this by giving you detailed profiles of your existing best customers, so you can target more of them. With Sarah Bradley, Managing Director of [Journey Latin America](#), we collated her company's data and combined it with our own deep-dive online research. The results gave Sarah a clear picture of who the top 20% of her customers are, from their income level and location to the age at which they booked their first holiday. Knowing who generates the most revenue means you never waste marketing money on less valuable clients. Sarah:

“Spike’s analysis helps you make decisions about how you allocate resources and where your priorities are; where you spend your funds, where the focus needs to be and what to do first. From that point of view, I think their sort of data analysis is really important.”

Just invest in what works.

Once we identified the company's star clients, we assessed the best way to keep in touch with them and find more like them. When email marketing emerged as their preference, Sarah could adjust her marketing strategy, confident she was on the right course:

“It was quite glaring from what Spike looked at, that our email marketing wasn't performing very well, with a conversion rate markedly lower than from PPC or SEO channels. What the data was saying was, there was a real opportunity with email. I'd already been approached by our marketing team who wanted to buy a new email service provider. I was receptive to it, but I didn't have anything to quantify it. Being able to tie it in with Spike's data, that suggested it was an appropriate strategic choice to make that investment, was really useful.”

Spike: grow your travel business faster, with data that makes sense.

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