

Cut your marketing costs and still maintain your sales.

When you're operating on a tight budget, you can't afford marketing that doesn't work, particularly when it's print.

With Kevin O'Regan, Managing Director at [Ramblers Walking Holidays](#), we used a predictive model – PREDICT – to see which customers were most likely to book from a brochure. It meant Kevin could target his marketing much more effectively:

“What Spike is good at overall is looking at big complex sets of data and helping us see some of the trends in that: so being very clear on which customers were most likely to read the brochures and, ultimately, on how we could reduce our print run and send out fewer, because there are some customers who are just not going to look at them.”

No more wasted money.

“Thanks to Spike's analysis, we were able to cut our print costs and save some money, without there being a significant impact on our bookings for the last brochure we launched. That was particularly useful.

“Jon and Roy have got a great knowledge of the travel industry and have looked at lots of data with lots of companies. It's the experience they've got, and the eagerness to help companies find ways to save cost or get more customers in, that has proved really useful for us.”

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

www.spikeinsight.com