

Customer 360 & MarTech Stack Modernization for Travel Company

Challenge

Fresh Tracks Canada, a leading travel company for adventure travel, sought to modernize its marketing tech stack. As part of this project, they hoped to:

- Improve by adding accurate, automated, timely data feeds across customer journey touchpoints
- Foster faster, better-informed business decisions
- Decrease customer acquisition costs

Solution

Actable's use case-driven methodology accelerated the delivery of an analytics solution capable of generating immediate business value. In 4 months, Actable successfully integrated data from 11 sources into BigQuery and deployed a digital analytics, audience activation & experimentation tool to level-up customer journey reporting, website experimentation, & digital personalization.

Results

- Always-on Looker reporting & forecasting unlocked insight into customer acquisition cost optimizations.
- Integrations with channel tools powered behavioral segment personalization in email & paid search.
- Holistic paid media ROI reporting enabled keyword-level bidding optimizations.
- A modernized lead scoring ML model powered by BigQuery & Vertex AI delivers conversation ready leads to sales team.

