



Boxever Customer Case Study

Cebu Pacific Accelerates Customer Conversion with Boxever Personalized Web and Email Offers

The Opportunity: Personalize each visitor's online experience to increase conversion

As one of the early pioneers of the low fare, great value airline models, Cebu Pacific has always been committed to delivering the type of innovative services and experiences that its customers desire. In that spirit, the company recognized an opportunity to better anticipate customer needs and provide a more relevant online experience through personalization in web messages, banners and emails. Such one-to-one marketing experiences also leads to higher conversion rates and increased revenue.

Cebu Pacific selected Boxever to support this initiative because it is the only customer intelligence cloud that truly understands how low cost carriers operate and what they need to do to increase customer acquisition and bookings, and grow incremental revenue through ancillaries - fast.

The Solution: Boxever customer intelligence cloud provides a single customer view and the right offer in every moment

The Boxever customer intelligence cloud works with all of the technology Cebu Pacific already had in place, connecting customer, product and data to personalize 1:1 and engage on every channel. This puts the customer at the center - resulting in lower acquisition costs, accelerated conversion rates, improved customer service and higher lifetime value. Boxever acts as the "brain" within their marketing (and business) tech ecosystem, taking in all data about the customer, deciding what should happen next and executing that action through the most appropriate channels.

Boxever integrates data from Cebu's website, Salesforce Marketing Cloud and Navitaire reservation system, creating a singular, contextual and dynamic view of each customer. In addition to an initial import of 14 million historical orders, Boxever connects 70 million events and 800,000 orders per month.

Cebu Pacific uses the Boxever customer intelligence cloud for Email Personalization, Web Personalization, Segmentation, Order and Behavioral data, and Analytics (A/B tests, Performance Metrics, etc.). By applying artificial intelligence to all customer data – behavioral, transactional and historical – Boxever is able to engage each of Cebu Pacific's customers with timely and predictive web offers, banners and emails that appear to be created just for them.

¹ Wordstream, Google Adwords Benchmarks for YOUR Industry [New Data], 2016

Customer

- Cebu Pacific
- The largest national carrier in the Philippines and pioneer of the "low fare, great value" strategy
- www.cebupacificair.com



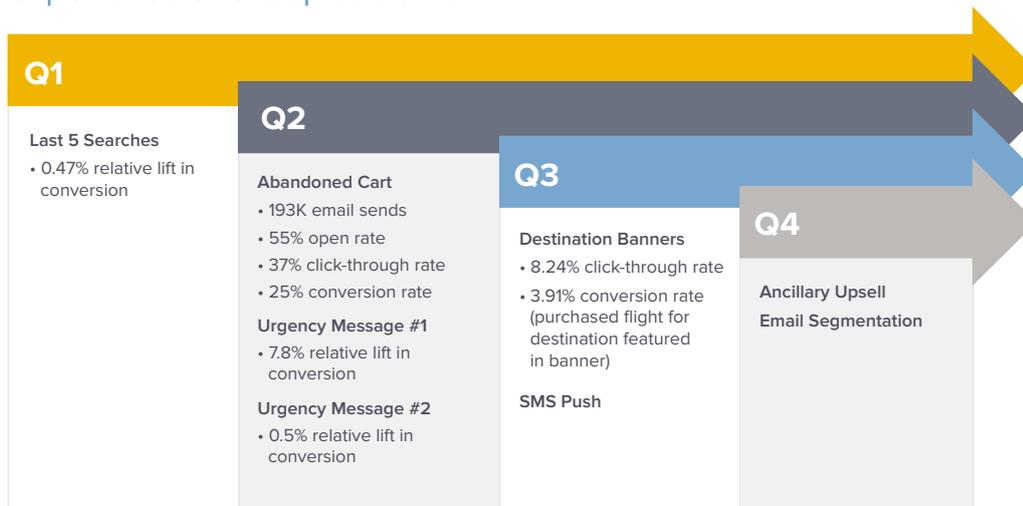
Applications

- Urgency messaging
- Last 5 searches
- Abandoned cart
- Destination banners

Boxever Impact

- Better engagement: **Click-through rates of better than 8%** on destination banners - 20X improvement over averages¹
- Higher open rates: **55% open rates** on abandoned carts
- Increased conversion rates: **7.8% relative lift** for urgency message

Cebu Pacific's Journey with Boxever: Personalizing the customer experience one step at a time



The Results: Personalization that gets smarter over time and higher customer conversion result in a 100% ROI in just four weeks

The Boxever team deployed seven applications to improve personalization and capture and respond to real-time behavioral changes. Cebu Pacific experienced immediate uplift and revenue gains as a result of the apps:

- Through **customized urgency messages**, Cebu has been able to encourage web visitors to act quickly and increase sales. The “others are viewing the same flights” message has resulted in a 7.8% relative lift in conversion. The message that shows visitors when their flight of interest was last booked produced a 0.5% relative lift in conversion.
- Another Boxever application displays a visitor’s **last five searches** to make it easier to complete the reservation. This customized message resulted in a 0.47% relative lift in conversion.
- In just one month, personalized **abandoned cart emails** to web visitors who started but did not complete a reservation have enabled Cebu Pacific to recover revenue that might have otherwise been lost when visitors left the website. A 55% open rate and 37% click-through rate demonstrate how valuable it can be to automatically remind visitors of what they are missing out on.
- A picture is worth a thousand words: an idiom that certainly rings true when Cebu Pacific’s website visitors see relevant destination imagery in the homepage banner. The **destination banners** had an 8.24% click-through rate and 3.91% conversion rate (purchase of flight for destination featured in banner).
- **Instant customer engagement:** Because Boxever’s single customer view and personalization capabilities span across channels and devices, a customer who has just made an online booking does not get bombarded with messages for new reservations, but instead receives a relevant **text message** to encourage them to download the Cebu Pacific app. *Hi Jimmy, thank you for booking a flight with us! For fast check-in and more seat sales, download the mobile app now!* And since the percentage of travel reservations made via mobile device are nearly doubling each year (according to the 2016 Skift State of Travel report), it is more important than ever to engage customers across channels and devices.

Big Data Scale

Boxever processes massive amounts of real-time data from Cebu Pacific’s website, marketing and reservation systems to understand customer behavior and drive conversion.

- **70M** events per month
- **800K** orders per month
- **14M** historical orders

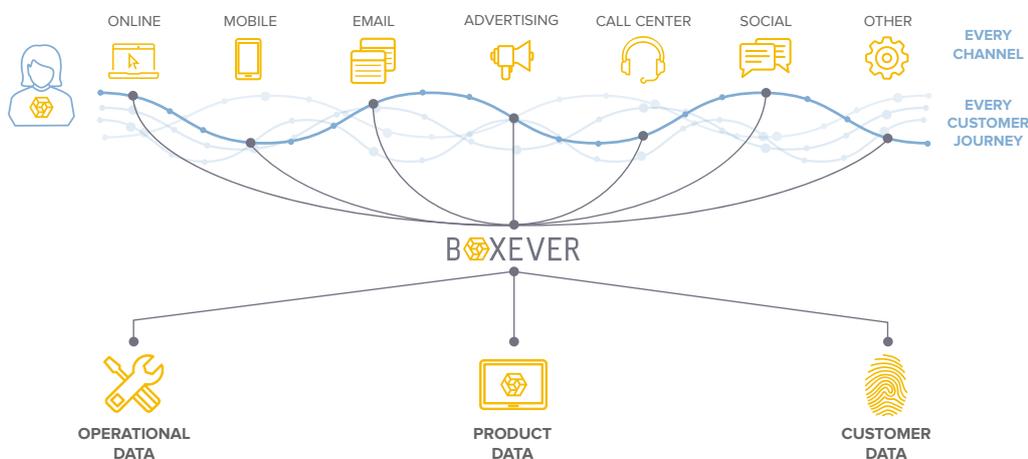


Lessons Learned & Best Practices: From data integration to customer conversion

Two key elements significantly shaped the success of the Boxever program at Cebu Pacific:

- **Understanding the customer's journey:** Before Cebu Pacific was able to reshape the customer experience, they needed to understand it in its entirety – from research to booking to flight. Boxever provides Cebu Pacific with the intelligence they need to deliver value for the customer each time they interact, in real-time and for a lifetime. This behavioral data allows Cebu Pacific to anticipate what the customer needs and surprise them with offerings they want.
- **The importance of data integration:** Every little bit of customer intelligence – at every point in their journey – makes a difference. Boxever provides a real-time data store to amass data about every purchase, event, click, search term, device, social message and in-flight interaction. This enables each of Cebu Pacific's offers to start with a higher likelihood of "yes."

Connecting data from every channel and every source, for every customer journey



About Boxever

Boxever is the Customer Intelligence Cloud for marketers.

It connects all of your customer, product and operational data, putting your customer at the center of your business and enabling true 1:1 personalization on a level you've never seen before. This results in lower acquisition costs, accelerated conversion rates, improved customer engagement and higher lifetime value. Using artificial intelligence (A.I.), it acts as the "brain" within your CRM-tech ecosystem, taking in all data about the customer - including behavioural and transactional - deciding what should happen next and executing that action through the most appropriate channels - in real time, as it happens. Learn more at www.boxever.com or follow us on Twitter @Boxever.

“ From Day 1, Cebu Pacific has always been focused on providing our customers with innovative offerings they actually want. Now Boxever is allowing us to take that a step further. We already know customers want a great fare, but now we know to where, when and what else they would want as part of their trip. By personalizing the online experience based on this intelligence, we have been able to drive conversion and realize a 100% ROI in just four weeks of using one of Boxever's urgency message apps. ”

Candice A. Lyog,
Vice President,
Marketing and
Distribution

Cebu Pacific Air