



CASE STUDY

Airline

How LATAM Airlines Leveraged Identity Resolution to Recover \$1.4 Million in Revenue



Connecting Latin America

LATAM Airlines has been serving passengers in South America for almost a century. Based in Santiago, Chile, it is now the leading airline in Latin America.

Connecting passengers across the continent, it operates routes to destinations including Argentina, Colombia, Brazil, and Peru.

LATAM is passionate about protecting its homeland, as South America is home to six of the 10 most biodiverse countries on the planet.

By 2030, the airline hopes to reduce or offset 50% of its carbon emissions. As part of this, it plans to bring on board a fleet of next-generation aircraft that use 20-25% less fuel.

The forecast before SaleCycle

Air carriers are facing turbulent times. The industry is renowned for being fiercely competitive, with passengers seeking the best deal.

Due to this, airlines are known for suffering from the highest ecommerce cart abandonment rates. LATAM noticed that a huge **98% of users were abandoning their flight bookings.**

This indicated a wider issue within its user funnel and was something that needed to be addressed.

Along with high cart abandonment rates, the airline also identified a critical gap in its marketing strategy. **LATAM had no visibility of anonymous visitors and lacked any remarketing initiatives for these users.**

However, identifying these users would prove to be a challenge. Regulatory landscapes are extremely diverse, especially within the U.S, Europe, and LATAM regions. Its remarketing initiatives needed to be compliant with each region's consent regulations.

SaleCycle and LATAM Airlines – helping travellers reach their destination

To achieve its remarketing goals, LATAM Airlines turned to SaleCycle. The airline implemented several SaleCycle solutions, including cart abandonment.

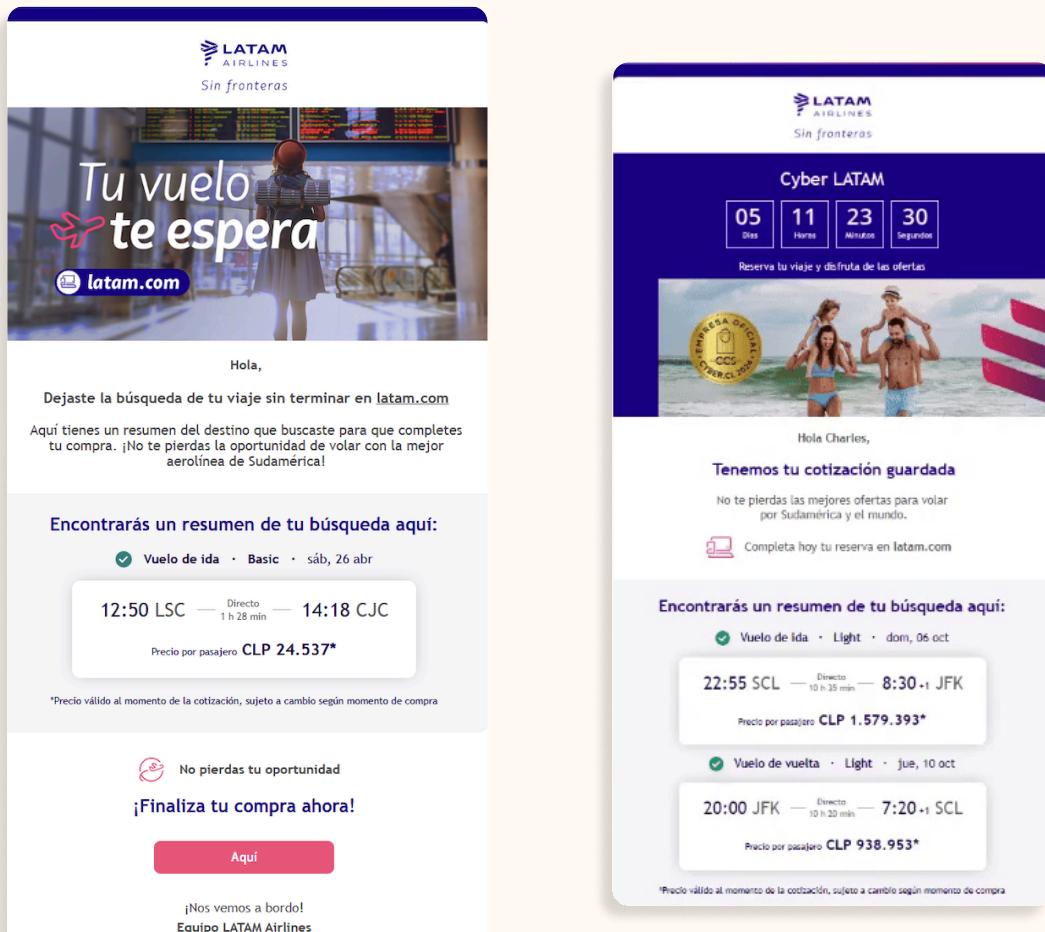
- **Campaign duration:** Four months
- **Target audience:** Anonymous users

Personalisation is no longer a nice-to-have for consumers – it's a must. To deliver personalised marketing messages, LATAM implemented a **dynamic segmentation strategy**.

Cart abandonment emails were tailored to the destination that the user had abandoned their booking for. This ensured that remarketing messages were relevant and increased click-through rates.

For a cohesive user journey, on-site remarketing solutions also mirrored the same segmentation.

To capitalise on high-demand periods, LATAM strategically introduced other features. This included **countdown timers during Black Friday to drive increased urgency and conversions**.



Campaign performance

LATAM's remarketing campaign was a huge success, despite only running for a short duration.

Throughout the four-month campaign, LATAM was able to **identify 17 million anonymous visitors**. The airline also recovered previously lost sales and revenue with its remarketing efforts.



Open rate:

40% of the targeted emails were opened by users.



Click rate:

8% of users clicked through to the LATAM website.



Conversion rate:

4.55% of users completed their booking.



Website visitors:

17 million anonymous visitors were identified.



Revenue boost:

\$1.4m was recovered in revenue from the emails.



Sales uplift:

5.04% uplift in sales from the targeted emails.

"The experience of working with SaleCycle has been instrumental in effectively addressing our abandoned cart recovery campaigns. Their solution was scalable and seamlessly integrated into our technology ecosystem, allowing us to improve efficiency at a critical point in the conversion funnel. Beyond the technical implementation, the team brought valuable insights into digital consumer behavior within the industry, helping us identify additional optimization opportunities. Their support has been a valuable asset in moving forward with agility in our marketing initiatives."





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