



**Empowering Marketers:
From Lean Testing to
Scalable Data Activation**

Justin LeBlanc

Sr. Director, Messaging &
Customer Retention, Priceline

Justin LeBlanc is a seasoned marketer with over 12 years of experience. With a background in design and front-end development, Justin specializes in crafting customer retention and lifecycle marketing strategies. He oversees messaging initiatives aimed at driving engagement and loyalty.



[linkedin.com/in/justin-leblanc-ct/](https://www.linkedin.com/in/justin-leblanc-ct/)



Agenda

- 01** Priceline, the Early Days
- 02** Data Migration and In-House CDP
- 03** The Lean Approach
- 04** Case Study
- 05** Looking Ahead



OUR MISSION

**To be the best travel
deal makers in the world**



priceline®

The Early Days

1997

Founded by
Jay Walker

1998

Introduces Name
Your Own Price®
for Flights, later
expanding to
Hotel and Rental
Cars

**Offer Focus,
Product Verticals**

2004

Begins offering
full price, or
'retail' rates

Offer Types

2009

Introduces first
mobile app

Platforms

2012

Introduces
Express Deals®

Offer Types



priceline® Previous State of Messaging



Promotional Email

Isolated homegrown application



Promotional Push

Isolated, powered by third party



Transactional Email

Isolated homegrown application



Transactional Push

Isolated, homegrown application on AWS

A photograph of four young women of diverse backgrounds laughing and hugging each other on a hike. They are outdoors, with a hilly, wooded landscape in the background under a bright sky. The woman on the far left is wearing a pink tank top and black shorts. The woman next to her is wearing a grey t-shirt and black leggings. The woman next to her is wearing a light blue t-shirt and grey leggings. The woman on the far right is wearing a teal t-shirt and black leggings. The overall mood is joyful and energetic.

OUR PURPOSE

Help everyone experience
the moments that matter

priceline

2019



ITERABLE

Cross-Channel Capabilities

Priceline partners with Iterable to enable its cross-channel marketing and communications strategy.



On-Prem to Cloud

- More **scalable**
- Faster and more **flexible**
- Opportunities to improve our data hygiene
- Internal customer data layer is born



Google Cloud



Google
Big Query

Lean Testing Toward a Scalable CDP





Approach to Proving Value

1 What is our goal?

What are we looking to achieve and how do we measure success?

2 What data do we need?

Define the minimum data required and define the schema.

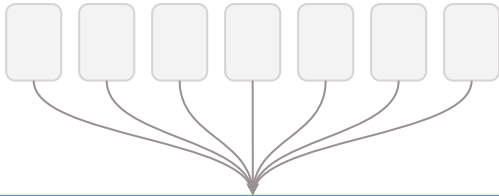
3 How do we need it?

In order to action, do we need a custom event, profile attributes, list, or catalog?

4 How do we execute?

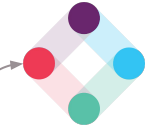
What will the customer experience as a part of this test?

Customer Data: Daily Batch Update

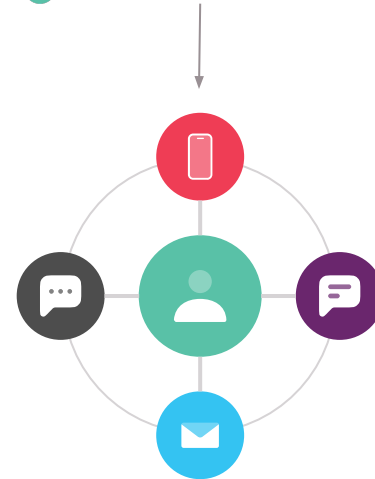


Master: 65+ Customer Attributes

- Send time personalization
- Product preferences
- Destination recommendations
- Loyalty status
- And more...

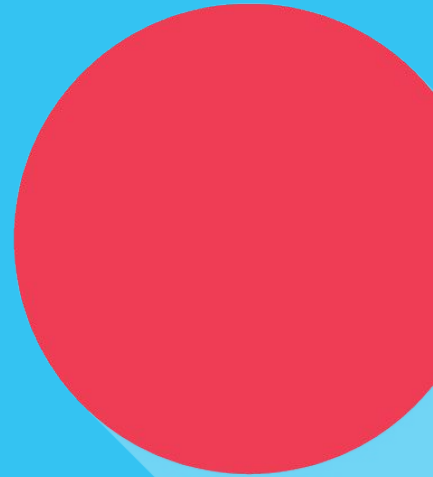


ITERABLE



Case Study


Personalized Hotel Recommendations





Top hotel deals for you!

Hotel Deal

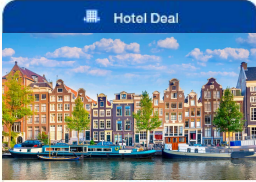


Orlando, FL

See More

\$164
per night

Hotel Deal




Amsterdam, NL

See More

priceline vip ~~\$477~~
\$398
per night

Hotel Deal




New York, NY

See More

priceline vip ~~\$329~~
\$231
per night

Hotel Deal



Washington, DC

See More

priceline vip ~~\$229~~
\$199
per night

You may also like ...

Hotel Deal



Hotel Deal



Personalized Destination Recommendations

- 8 city deal recommendations for each customer
- Prioritized in order of relevance
- Powered by 6 categories of logic
- Open-time api call to pull live rates and deal merchandising



Top hotel deals for you!

<p>Hotel Deal</p> <p>Orlando, FL</p> <p>See More</p> <p>\$164 per night</p>	<p>Hotel Deal</p> <p>Amsterdam, NL</p> <p>See More</p> <p>\$398 per night</p>
---	---

<p>Hotel Deal</p> <p>New York, NY</p> <p>See More</p> <p>\$231 per night</p>	<p>Hotel Deal</p> <p>Washington, DC</p> <p>See More</p> <p>\$199 per night</p>
--	--

You may also like ...

--	--

Why is this important?



% of clicks on deals
(deal clicks / total clicks)



% on deal 1
(deal 1 clicks / all deal clicks)



Lean Test, City Recommendations

1 What is our goal?

Improve quality of hotel city recommendations. Increase engagement and conversion.

2 What data do we need?

Variant assignment and 8 new city recommendations per customer.

3 How do we need it?

Profile attribute sourced from Big Query, mapped to V8 variable attribute.

4 How do we execute?

2 Week test, measuring the variant vs. control, measured by deal tile engagement and conversion.


Variant Assignment


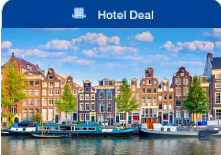


```
"v1": integer,  
"v2": integer,  
"v3": "string",  
"v4": "string",  
"v5": "timestamp",  
"v6": "timestamp",  
"v7": "string",  
"v8": "T1",  
"v9": "string",
```

NEW Recommendations

```
"hotel": {  
  "destinations": [  
    0: {  
      "cityId": "300003349",  
      "cityName": "ORLANDO",  
      "country": "US",  
      "state": "FL"  
    },  
    1: {  
      "cityId": "300035824",  
      "cityName": "AMSTERDAM",  
      "country": "NL",  
      "state": "NL"  
    },  
    2: {  
      "cityId": "3000016152",  
      "cityName": "NEW YORK",  
      "country": "US",  
      "state": "NY"  
    },  
    3: {  
      "cityId": "300003032",  
      "cityName": "WASHINGTON",  
      "country": "US",  
      "state": "DC"  
    },  
    4: {
```

Template Render

 Top hotel deals for you!

 <p>Orlando, FL</p> <p>See More</p> <p>\$164 per night</p>	 <p>Amsterdam, NL</p> <p>See More</p> <p>\$398 per night</p>
 <p>New York, NY</p> <p>See More</p> <p>\$231 per night</p>	 <p>Washington, DC</p> <p>See More</p> <p>\$199 per night</p>

You may also like ...

 <p>Hotel Deal</p>	 <p>Hotel Deal</p>
---	---



Results for this logic test, specific to deal recommendation tiles

Click Through Rate

+6%

Conversion Rate

+5%

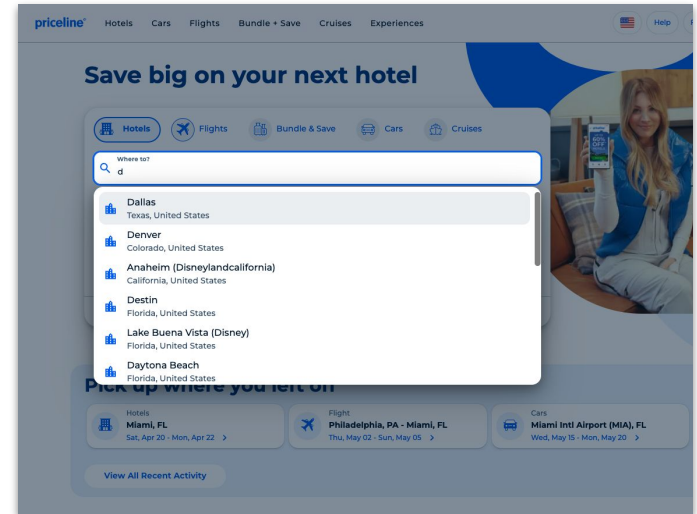
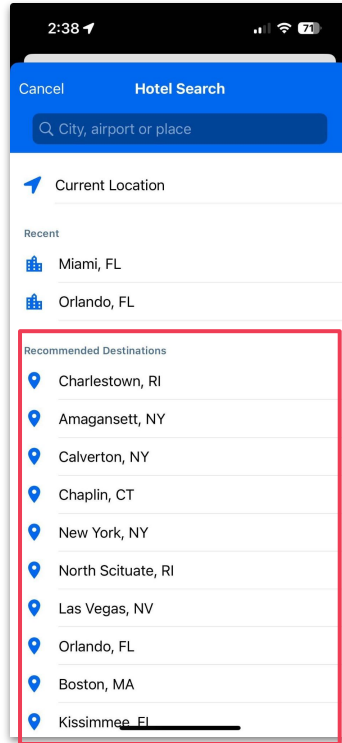
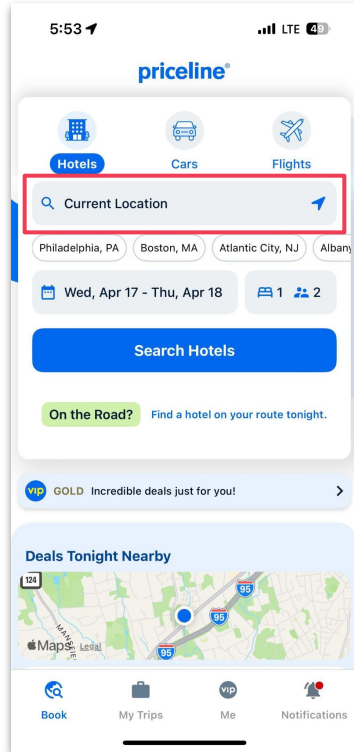
Recommendations

Next Steps

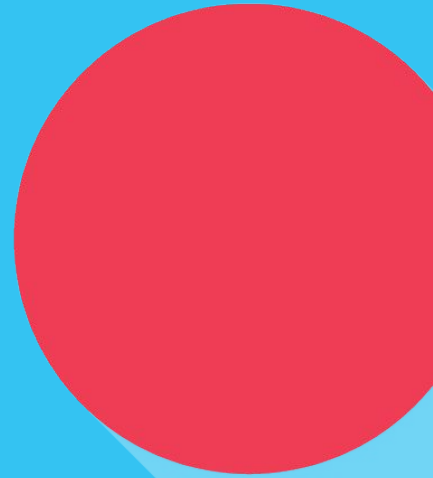
- Test additional logistical sets
- Roll out combined wins
- Collaborate with data and product to build recommendations service
- Bring this to customers across our entire brand experience



Enhance App and Site Recommendations



Looking Ahead



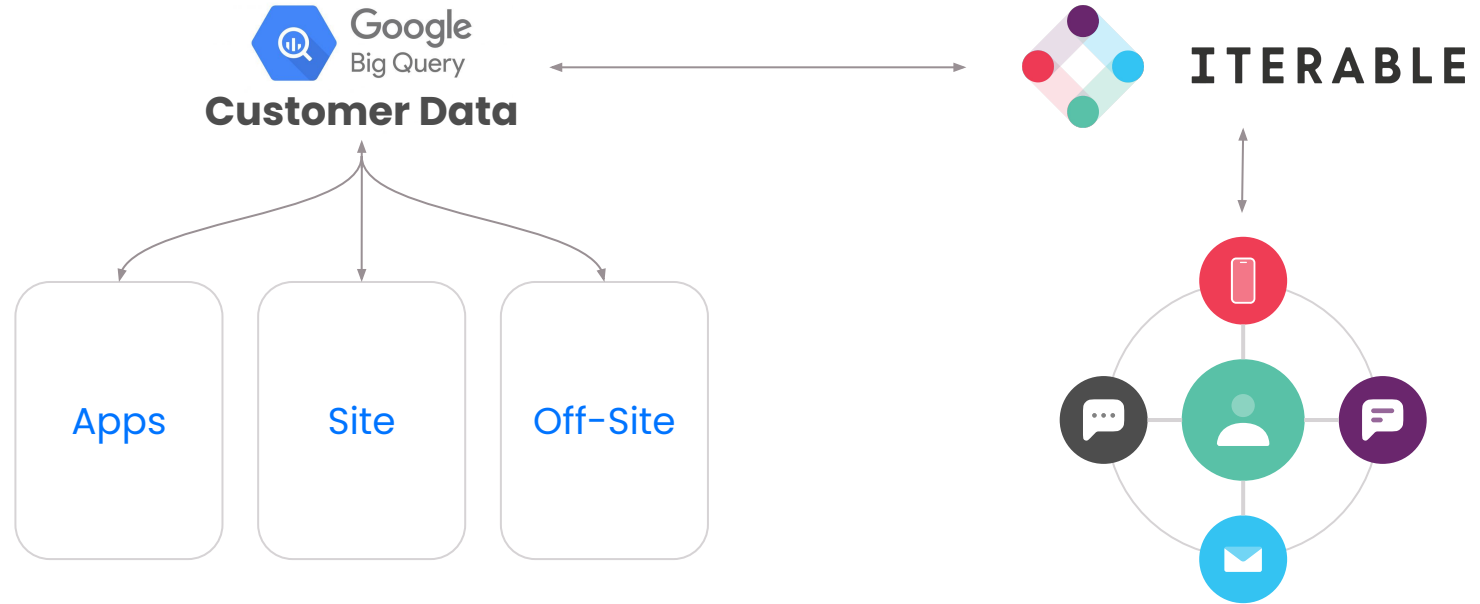
Internal Challenges

Batch process is not the solution

- Lots of overhead
- Not flexible
- Not scalable



Longer Term Goals



Empowers Marketers

On a whole new level

- Makes data available with less effort and **less overhead**
- Improved **flexibility** and control
- Enables **faster** iteration
- And from there...



A photograph of four young women of diverse backgrounds laughing and hugging each other on a hike. They are outdoors, with a hilly, wooded landscape in the background under a bright sky. The woman on the far left is wearing a pink tank top and black shorts. The woman next to her is wearing a grey t-shirt and black leggings. The woman next to her is wearing a light blue t-shirt and grey leggings. The woman on the far right is wearing a teal t-shirt and black leggings. The overall mood is joyful and energetic.

OUR PURPOSE

**Help everyone experience
the moments that matter**

priceline



Questions?



ITERABLE

Follow us!

Not everyone is a leader, be a follower.
For marketing tips, tricks, and updates,
scan to follow us on all social platforms.