

WHY TRAVEL BRANDS STRUGGLE WITH IDENTITY MANAGEMENT

And what they can do about it.



In order for travel brands to understand and react to what customers want, they need an identity management program that recognizes each person across every interaction with their brand.

FORRESTER®

But [this research](#) from Forrester Consulting, commissioned by Epsilon, shows that fewer than half of travel brands can do it.

Learn what's stopping travel brands from truly knowing each customer—and how they can improve their connection.

Travel brands want to achieve these key business objectives.

45%

want to increase profitability per product or service

44%

want to improve activation and measurement

57%

say their identity resolution program supports these goals

Even though 53% of travel brands have had an identity program for over a year, they're still struggling to recognize people across channels and provide the seamless experiences their customers want.



55% can't optimize online campaigns



53% can't prove marketing performance and measurement



51% can't reach the right audience

Why do travel brands struggle to recognize customers?

1

Customer identity doesn't drive marketing efforts.

Only **33%** of travel brands use identity resolution to win new customers vs. **47%** of companies overall

0% of travel brands decrease cost per acquisition with identity management vs. **50%** of other companies overall

2

They rely heavily on few identifiers

65% use email address

53% use login data from their website

49% use loyalty programs

3

Many aren't using more robust identifiers

22% use offline transactional data

18% use a third-party persistent identifier

33% use authentication credentials

What do travel brands say they risk if their identity resolution program isn't effective?

reaching the wrong customer

53%

offering irrelevant products or services

39%

wasting market spend

37%

losing cross-sell and upsell opportunities

37%

having incomplete customer profiles

25%

What results have travel brands seen from a strong identity management program?

37% better adhered to privacy controls and opt-outs

43% delivered the right amount of impressions to customers

31% saw more effective marketing measurement

37% saw more complete customer profiles

37% more opportunities to cross-sell and upsell

Advancing your identity program will help you to better deliver against your goals, including improving customer satisfaction, increasing cross-sell and upsell opportunities and more.

Learn more about how identity management helps travel brands in our full report:

[Improve Customer Experience and Optimize with Identity Resolution: A Spotlight on Travel](#)