Transat gains 360-degree view of customers for targeted marketing

Transat's Google account manager recommended Pythian as a partner based on Pythian's services work and expertise in Google Cloud infrastructure, security, and analytics.

The challenge

Transat's marketing team needed a more thorough understanding of its customer data to accurately and efficiently target its campaign efforts. They were able to pull limited data from Google Analytics 360, Google Ads, and Google Campaign Manager, but lacked the robust data sets they needed.

The solution

Pythian installed and configured Enterprise Data Platform (EDP) QuickStart for Google Cloud to integrate, clean, and organize Transat's data into Google BigQuery and make datasets available for analysis quickly - allowing marketing to gain a 360-degree view of customer data.

The result

As a result of having a unified, central data repository, Transat's marketing team is benefiting from highly accurate targeting and marketing campaigns, increasing efficiency and reducing costs. BigQuery provides a 360-degree view of customer data for targeted campaigns. The marketing team can scale the solution as needed and target the right customer at the right time.

> " We're now able to integrate data from different sources and centralize it in BigQuery to gain a 360-degree view of our customers. It's helping our IT team better serve Transat's marketing team—and that's been a big win for us. "
>
> Aura Lucia Perez, Director, Solution, Transat

About Transat A.T. Inc

Transat A.T. Inc. is a leading integrated international tourism company specialized in leisure travel. Under the Transat and Air Transat banners, the Corporation offers vacation packages, hotel stays and air travel to some 60 destinations in over 25 countries in the Americas and Europe.

Vertical/horizontal solution: Tourism & Leisure

Primary project location: Canada

Pythian

About Pythian Services Inc.

Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights.

Google Cloud **Partner**

Products

Google Cloud Platform