

Etihad Airlines increases cross border spend by 127%

Etihad Airways, a leading airline in the Middle East, leverages Visa Analytics Platform for analysis of cross-border co-brand marketing campaigns. The airline and their issuer partners were able to maximise returns after Visa Analytics Platform helped uncover opportunities to increase the spending of their co-brand cardholders travelling abroad.



Approach

Etihad Airways (Etihad) utilised Visa Analytics Platform's daily data* to build three marketing campaigns focused on encouraging cross-border spend for cardholders who had purchased future international flights. The campaign established personalised spend targets for cardholders and rewarded those who reached these spend targets with bonus mileage rewards.

Etihad used Visa Analytics Platform to identify the promotion's ratio of active cards and the cross-border spend per cardholder. After the promotion, Etihad benchmarked their performance against their other cardholders and the United Arab Emirates benchmark group.

*Posted up to the previous days

Etihad uses Visa Analytics Platform metrics to:

Increase effectiveness of targetted marketing campaigns

- Analyse spending bands of cardholders to identify opportunity areas
- Identify popular destinations to personalise communications and drive international spend
- Compare airline industry performance in emerging markets compared to the home market



Impact

All three campaigns were successful across their issuer banks and jointly benefitted all parties:



20% of overall campaign respondents had previously not used their card for cross-border spend



Nearly **127% year over year** increase in international spend across targetted cardholders



Campaign return of up to **\$98 per \$1 spent**

Contact your Visa account executive or email dataproducts@visa.com to learn more about Visa Analytics Platform or to request a demo.