OPTIMA

A/B testing alternative to optimise the ROI
at Air France-KLM Marketing

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Hi there!

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KLM Royal Dutch Airlines

Since 1919

162 Destinations

In 72 countries. And many more with our global partner network.

111 Aircraft

Including our new Airbus A321 Neo!

Global campaigns

900+ Central and local campaigns

30M+

Passengers are welcomed on board per year

Digital Marketing

15 different channels

22 local offices

2 airlines – Air France KLM

21M+

Fans & followers on our social media channels

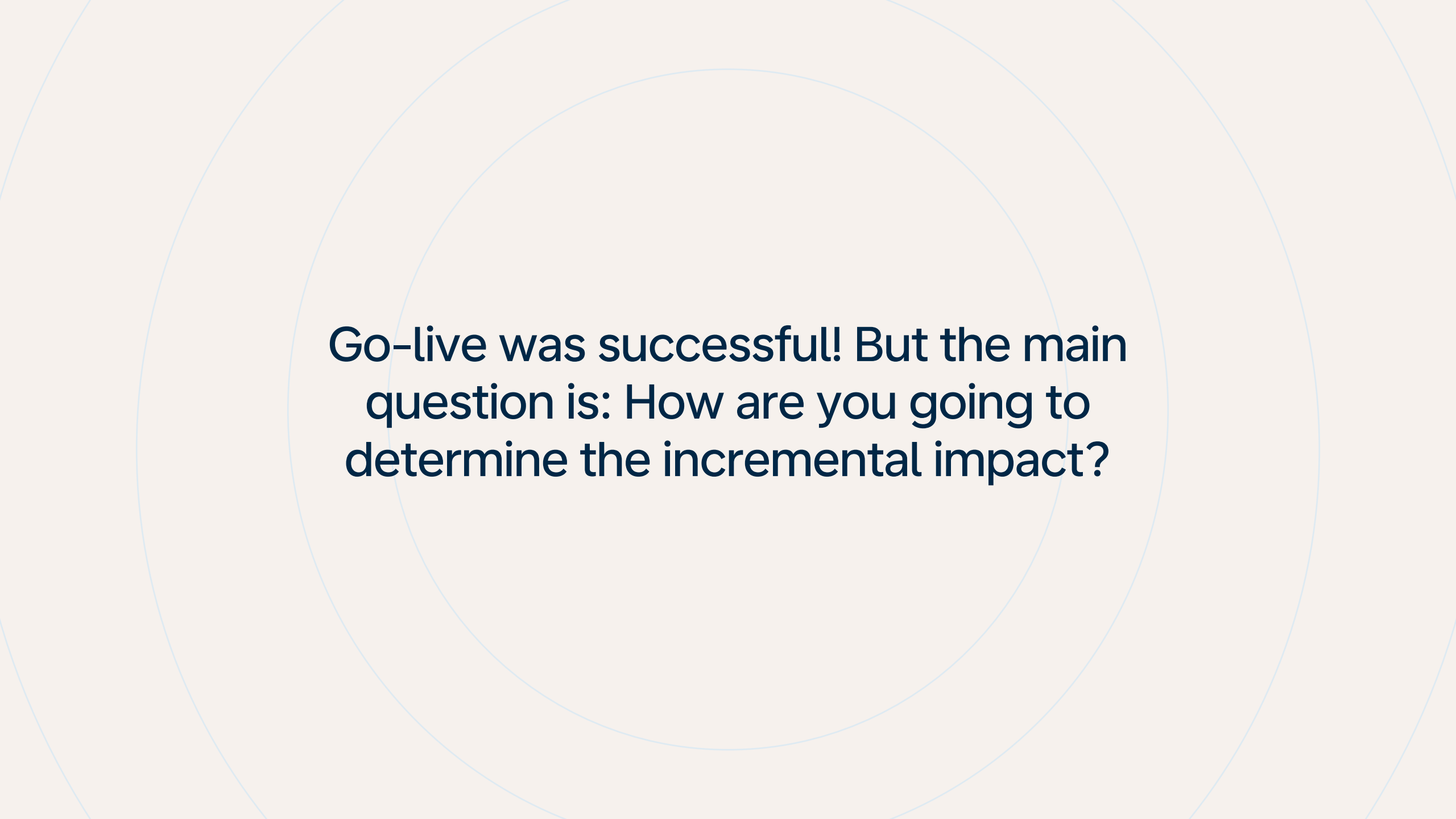Imagine this

You are a marketer at a large international company

And you and your team have just launched a big global sales campaign 🌍

Go-live was successful! But the main question is: How are you going to determine the incremental impact?

A/B testing is the gold standard, but..

Logistical complexity

Running A/B tests across multiple countries and channels can be a logistical nightmare

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Opportunity costs

Revenue loss from groups that don't see the campaign

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Revenue loss from groups th[...] don't see the campaign

Organizational complexity

Big variety of skills and backgrounds. How can we make sure everyone looks at the performance in a similar way?

That's why we have created OPTIMA

The one-stop-shop for marketers to accurately measure the incremental impact of over 900 annual marketing campaigns for both Air France and KLM.

In the 'old days' you had to…

For over 900+
campaigns

For 2 airlines

Gather data from
15 channels

Draw
conclusions
without getting
overwhelmed!

Design your
experiment
setup

Run the analysis
for 65+ market

Now with OPTIMA...

Automated and quick

Optima provides quick and automated results of the complex data

Easy to use

Easy to interpret the data without any technical knowledge or data scientist needed

Reliable and validated

Reliable results with validation methods similar to A/B testing

Before

After

How does this work?

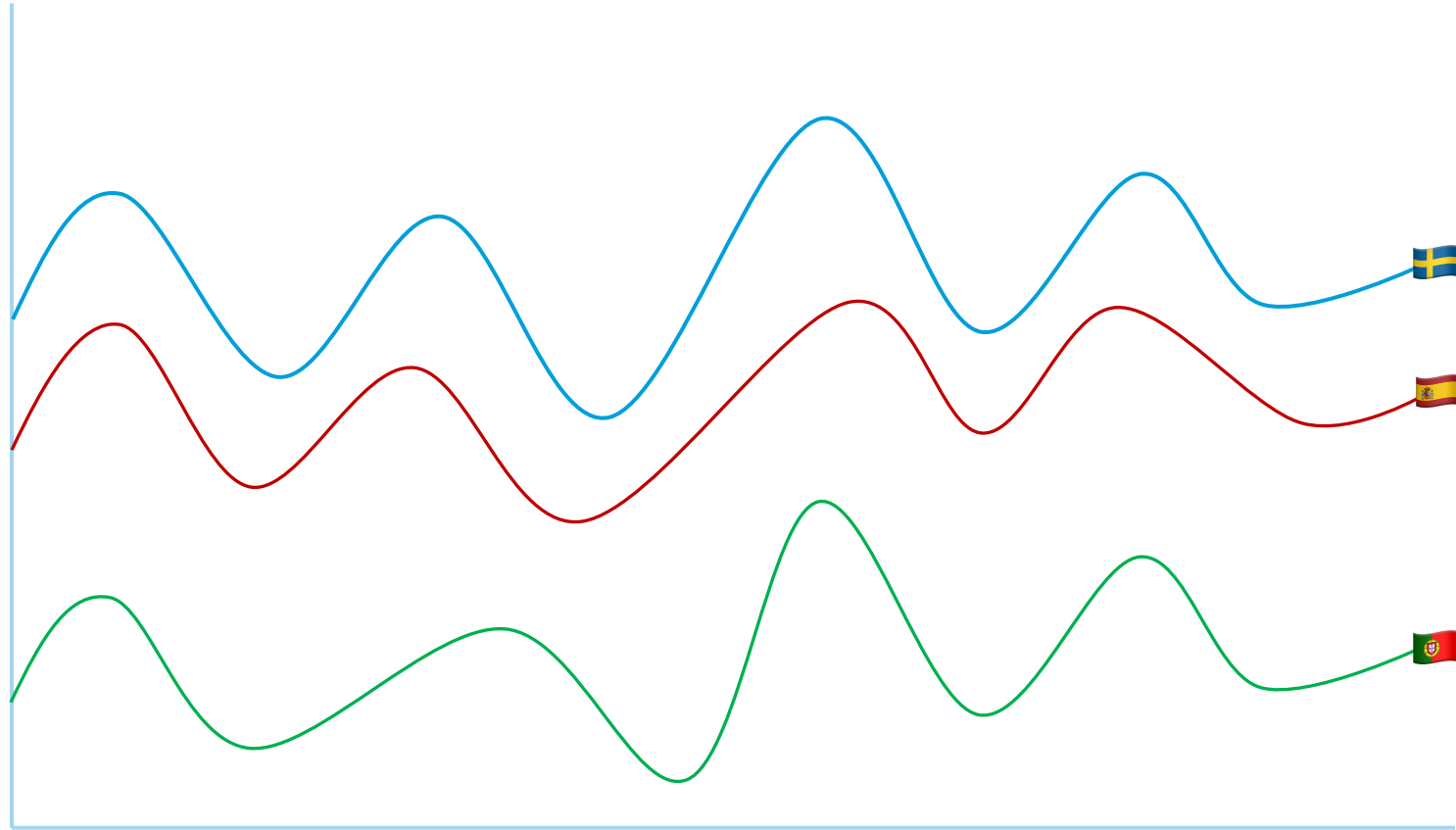OPTIMA models the counterfactual (*what would have been*) based on statistically strong reference markets.

01. OPTIMA finds comparable markets

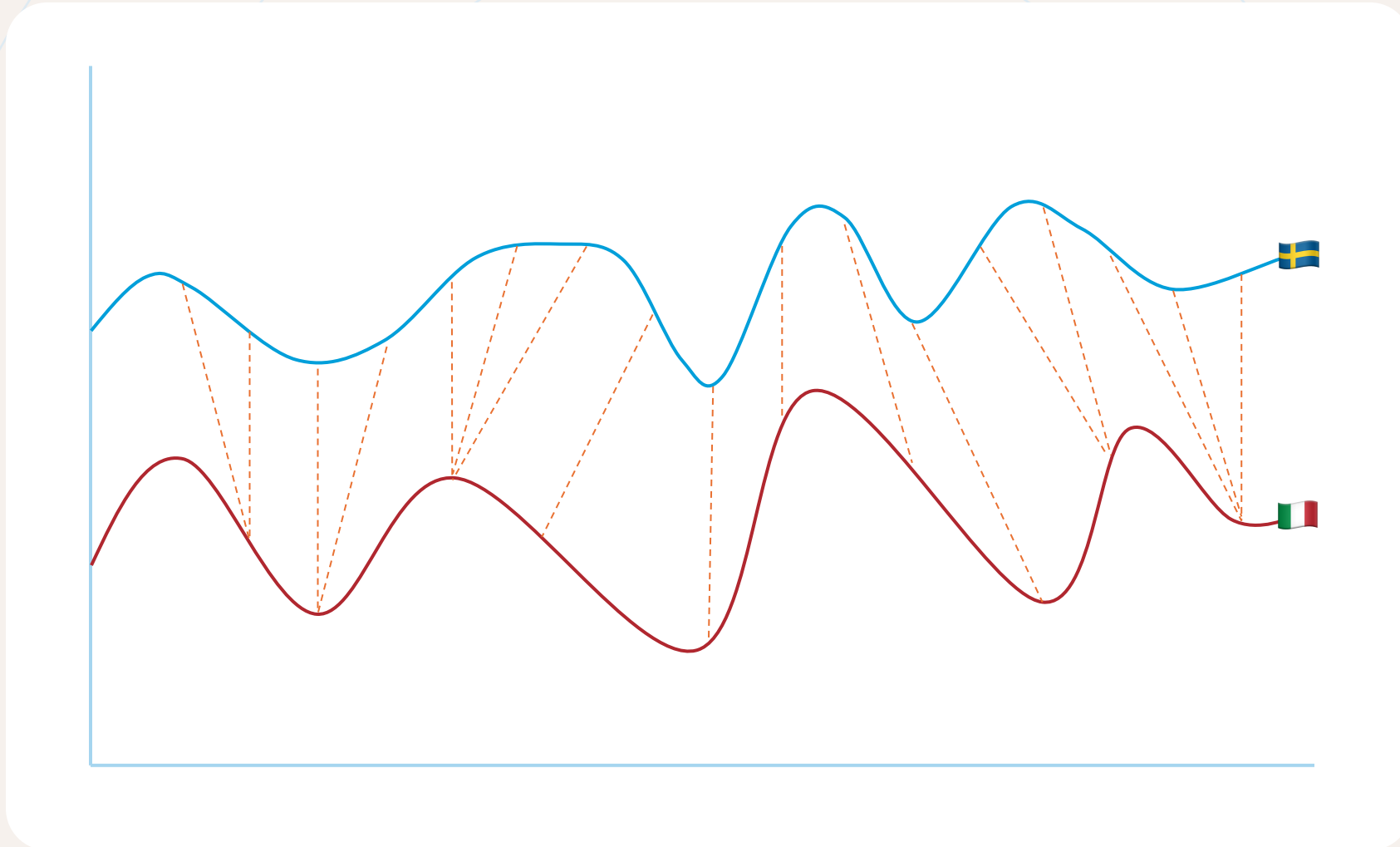It searches for markets with a similar *correlation*
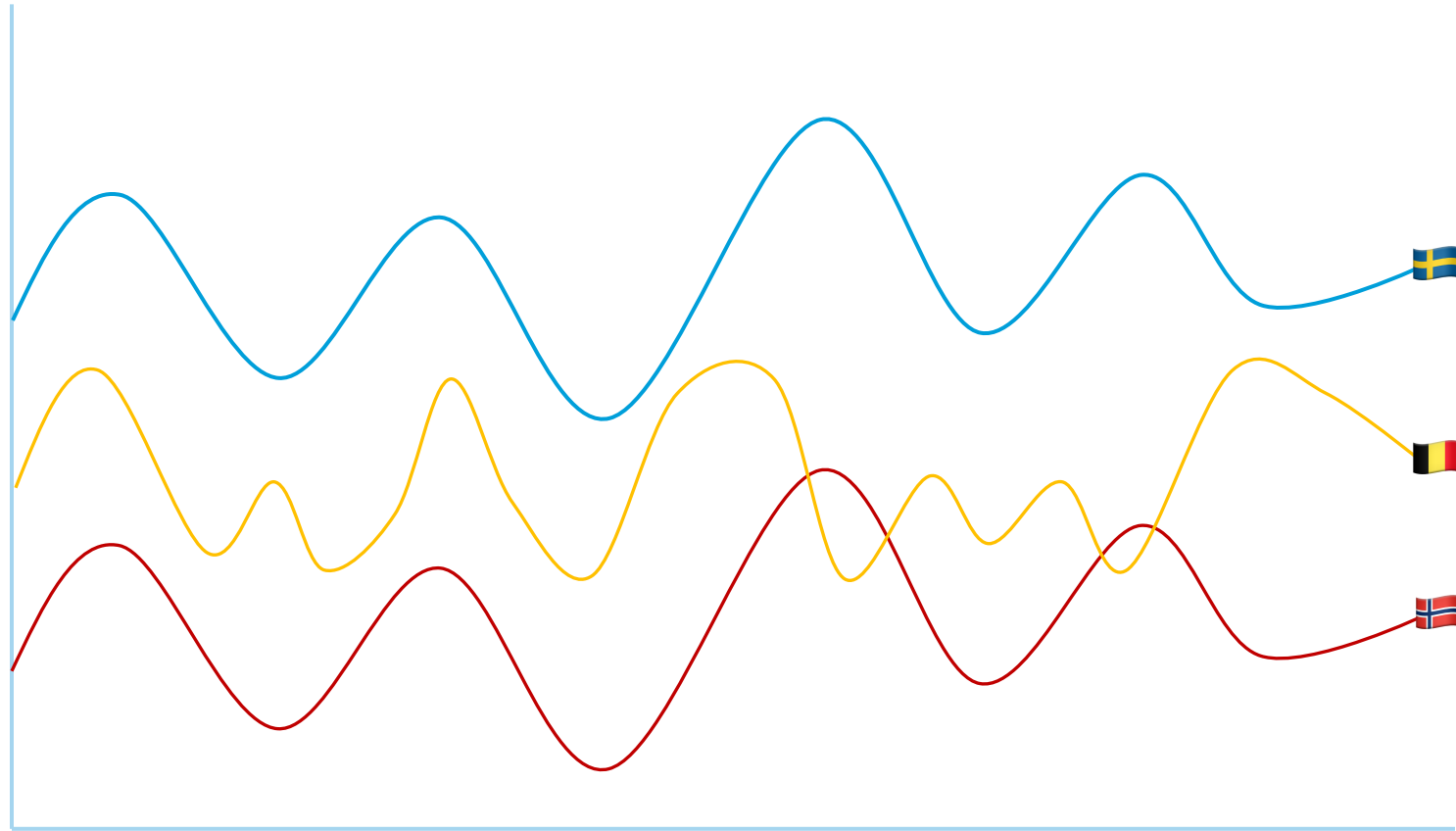
01. OPTIMA finds comparable markets
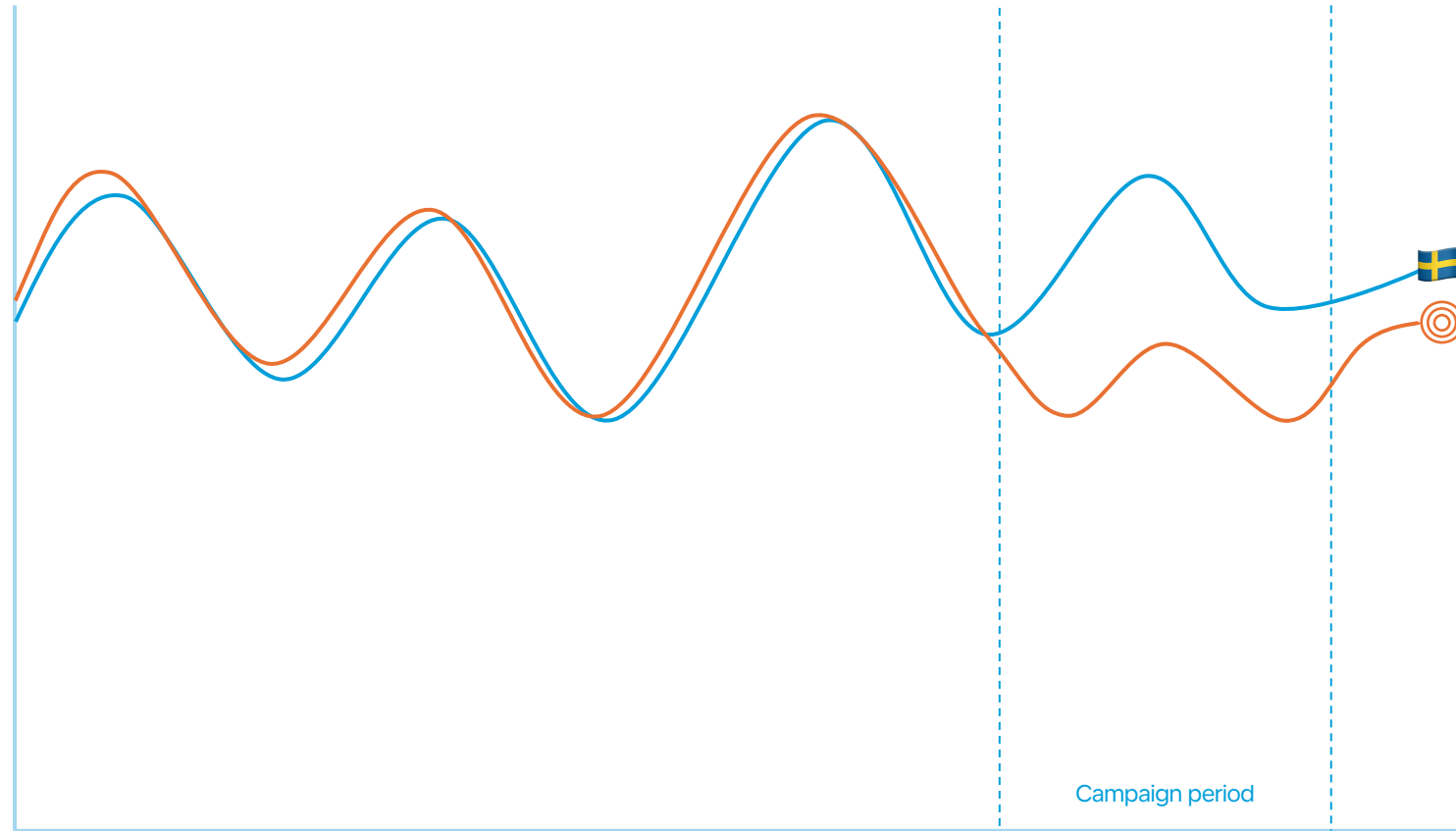
And it searches for markets with a similar *distance*

01. OPTIMA finds comparable markets

Dynamic time warping is used to identify markets with similar sales patterns, even if the timing of events differs.
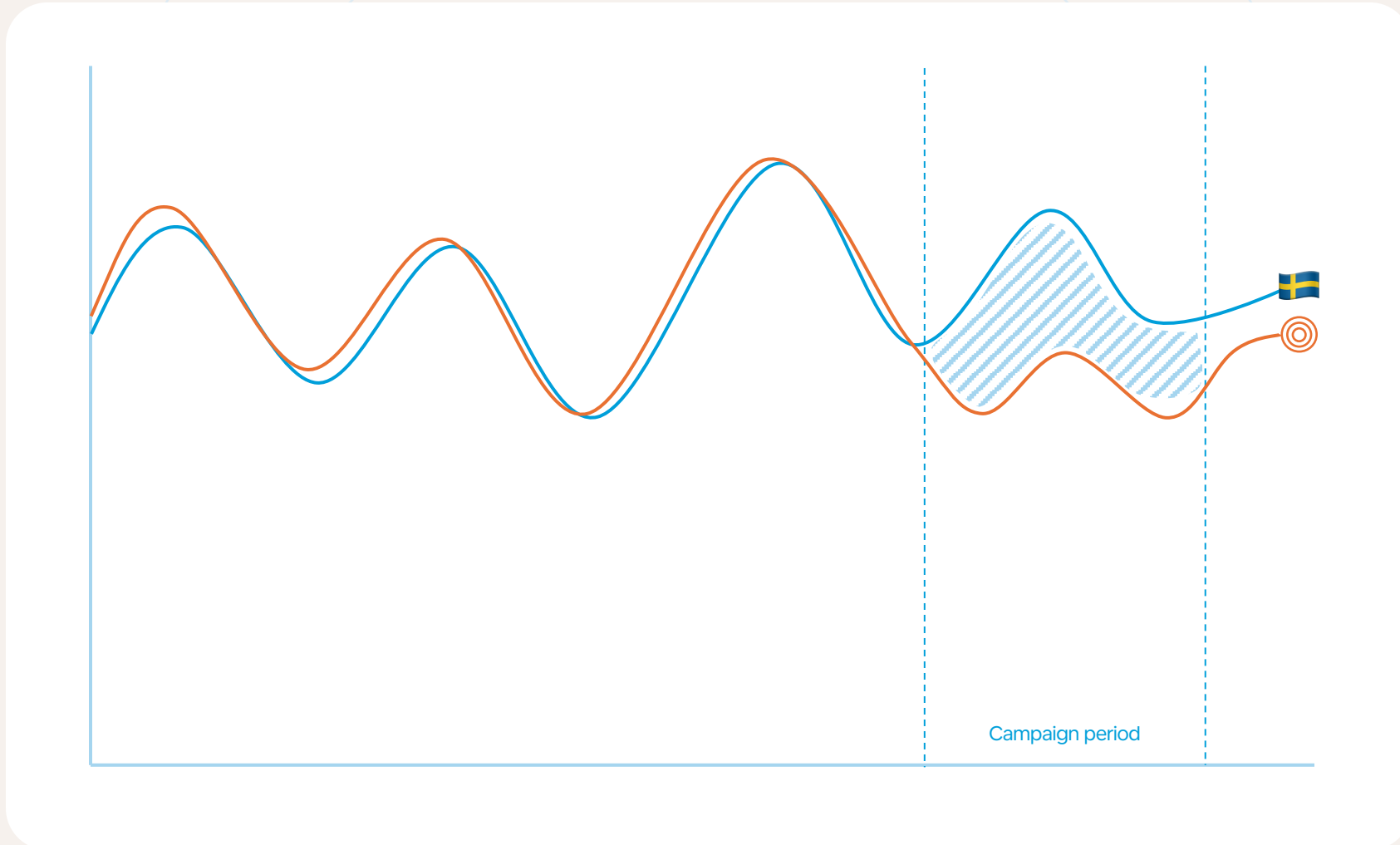
02. OPTIMA applies statistical modelling

It applies *causal inference techniques* to predict the counterfactual

Campaign period

03. OPTIMA determines campaign impact

The difference between observed and predicted results indicates the campaign's incremental impact
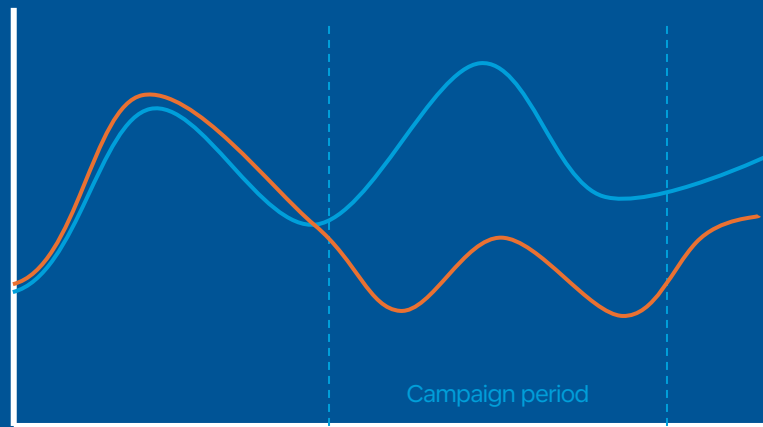
Campaign period

Looks amazing!
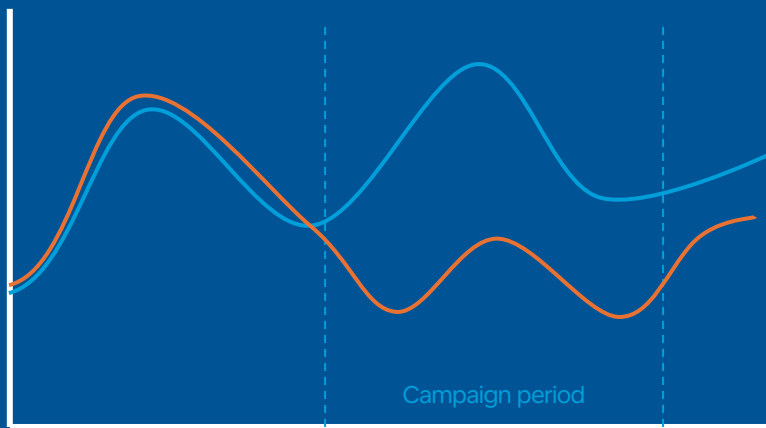
But, how do we know this works? 🧐

By checking our assumptions...

By checking our assumptions...

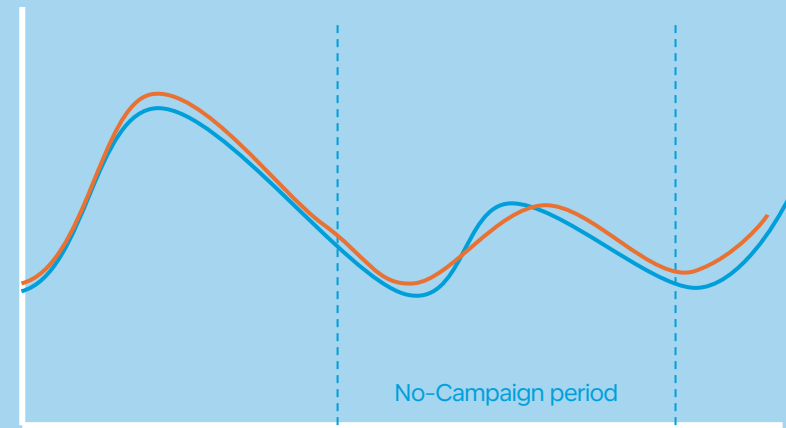During a campaign, we accept H1 when we observe a significant effect

Campaign period

By checking our assumptions…

During a campaign, we accept H1 when we observe a significant effect

Campaign period

With no campaign running, we expect to observe H0 consistently

No-Campaign period

That is exactly what we saw!

The benefits of OPTIMA

The new standard within AirFrance-KLM

OPTIMA is nearly five times more accurate than Air France KLM's previous methods

Data-backed validation for new campaign strategy

With the use of OPTIMA, we have created an optimized campaign strategy, resulting into higher performance

Testing new and revised concepts on performance

Adapt campaign concepts based on the learnings of previous campaigns