

# Schiphol



Schiphol

# Schiphol

**68,4M passengers travelled via Schiphol Airport in 2017**

**#3 airport in Europa (passenger transport '17)**

**3,5M users on the app and website per month**



**DMP implementation**

**4 cases**

**8 specialists**

**Won Dutch Search Awards**

**Alouette Edens**  
**Data Analyst**

How Schiphol uses a  
DMP to show  
**relevant messages to**  
passengers

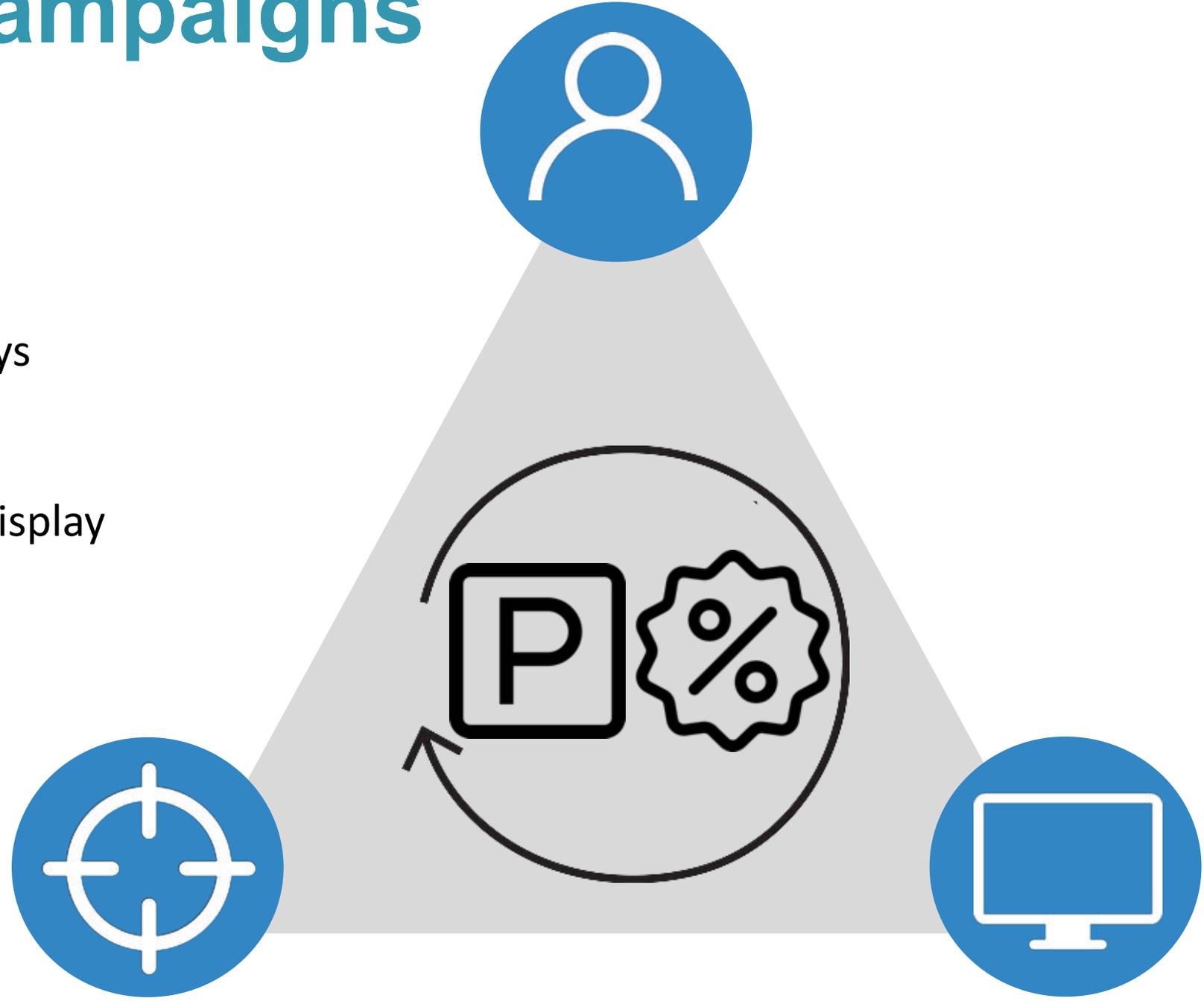
# Agenda

- Background + Case
- Our approach
- Unexpected pitfalls & Key takeaways
- Questions

# Background

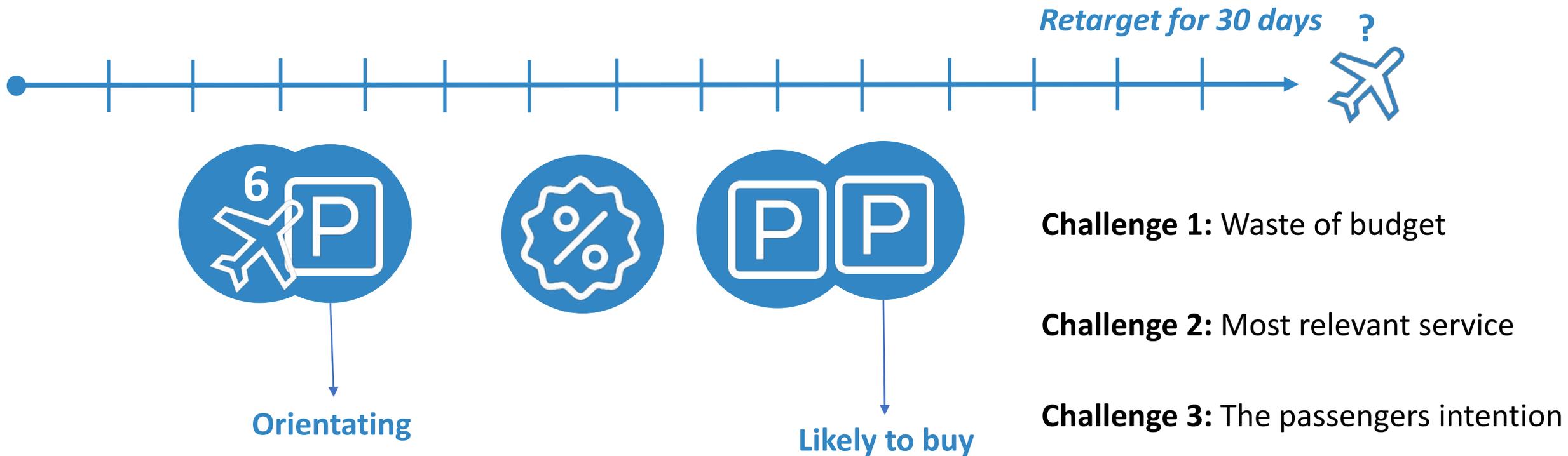
# Retargeting campaigns

- ✓ Retarget the visitor for 30 days
- ✓ Relevant message
- ✓ Via Google Ads, E-mail and Display
- ✓ Exclude converted visitor



**Sounds like a normal  
retargeting flow...**

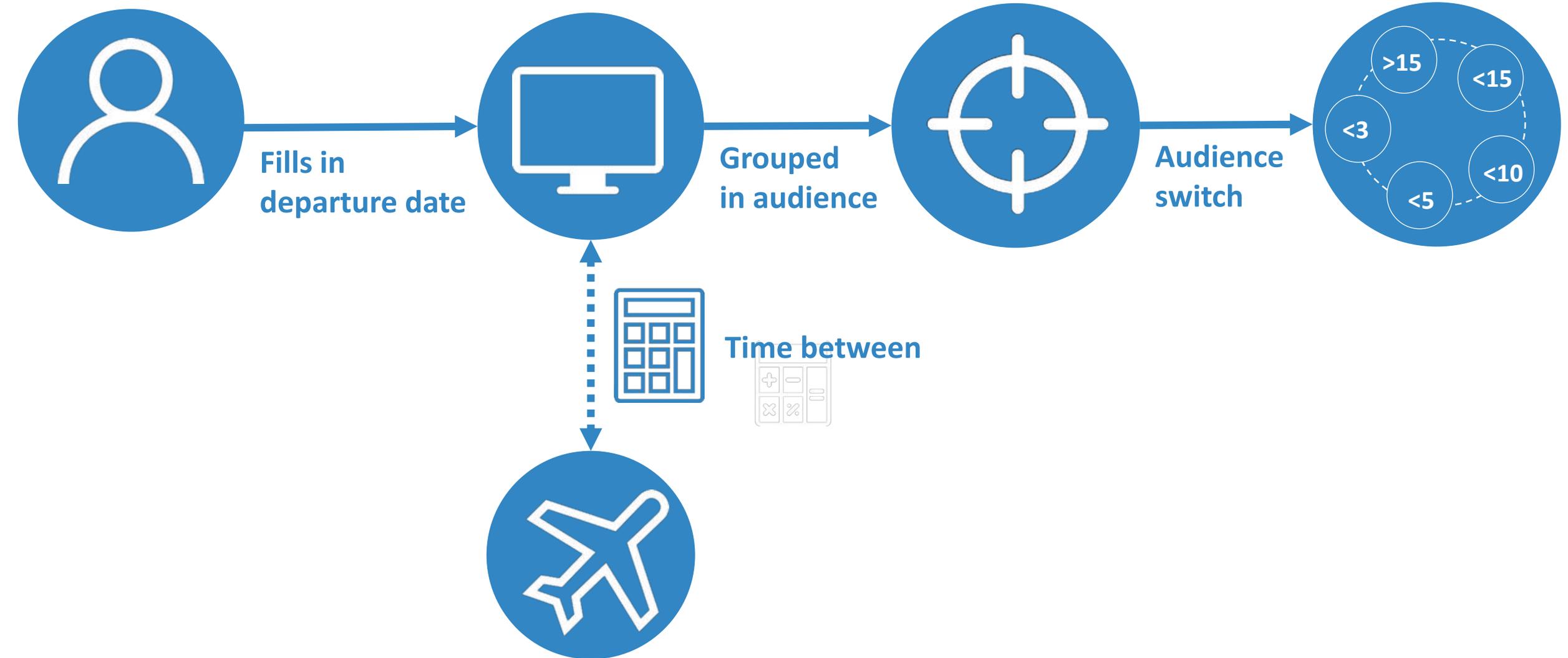
# But we have a challenge...



Without knowing the **departure date**  
we are not able to  
**exclude departed passengers**  
and we can't show the  
**most relevant message**  
at the right time



# Recap of the journey



# Recap of the journey

**Keywords**  
schiphol  
Book parkingspot  
P3

Parkeren op Schiphol | Last minute reserveren  
Ad www.schiphol.nl  
Vind eenvoudig de parkeerplaats die bij je past. Reserveer nu! 24/7 bewaakt. Betrouwbaar & Gemakkelijk. De Parking van Schiphol. Typen: P3 Lang Parkeren, P1 Kort Parkeren, P6 Valet, Terminal Valet

Less than 15 days before departure

More than 15 days before departure

Schiphol  
GOED VOORBEREID OP REIS  
BINNENKORT VLIEGEN?  
Altijd een parkeerplaats die bij je past  
Reserveer nu →

Parkeren op Schiphol | Officieel van Schiphol zelf  
Ad www.schiphol.nl  
Vind eenvoudig de parkeerplaats die bij je past. Veilig en vertrouwd! 24/7 bewaakt. Betrouwbaar & Gemakkelijk. De Parking van Schiphol. Typen: P3 Lang Parkeren, P1 Kort Parkeren, P6 Valet, Terminal Valet

**Keywords**  
schiphol  
schiphol parkeren  
reach schiphol

Less than 10 days before departure

Schiphol  
GOED VOORBEREID OP REIS  
KLAAR VOOR VERTREK?  
Ontdek exclusieve merken en producten op Schiphol  
Bekijk nu →

Less than 5 days before departure

SEE BUY FLY  
NOG TIJD OM TE WINKELN?  
SHOP NU € 5,- KORTING  
Download nu →

Less than 3 days before departure

Schiphol app downloaden | Blijf up-to-date met onze app  
Ad www.schiphol.nl/app  
Ga je binnenkort vliegen? Download de app en ontvang de laatste vluchtinformatie

**Keywords**  
schiphol  
departure times  
KLM01234  
Schiphol



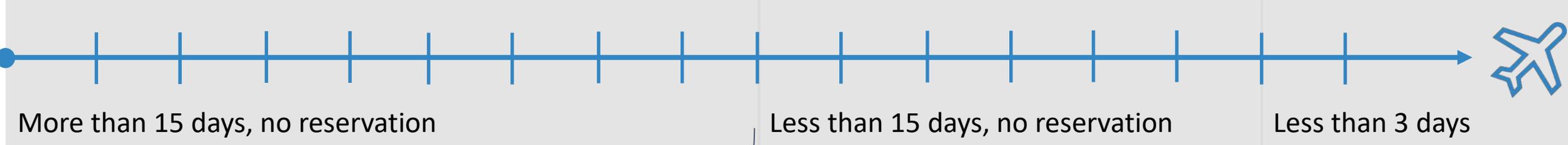
# Unlocks great potential...



schiphol



# Unlocks great potential...



Parkeren op Schiphol | Officieel van Schiphol zelf  
**Ad** www.schiphol.nl

Vind eenvoudig de parkeerplaats die bij je past. Veilig en vertrouwd! 24/7 bewaakt. Betrouwbaar & Gemakkelijk. De Parking van Schiphol. Typen: P3 Lang Parkeren, P1 Kort Parkeren, P6 Valet, Terminal Valet



Parkeren op Schiphol | Last minute reserveren  
**Ad** www.schiphol.nl

Vind eenvoudig de parkeerplaats die bij je past. Reserveer nu! 24/7 bewaakt. Betrouwbaar & Gemakkelijk. De Parking van Schiphol. Typen: P3 Lang Parkeren, P1 Kort Parkeren, P6 Valet, Terminal Valet

Reserveren | Blijf up-to-date met  
**App**

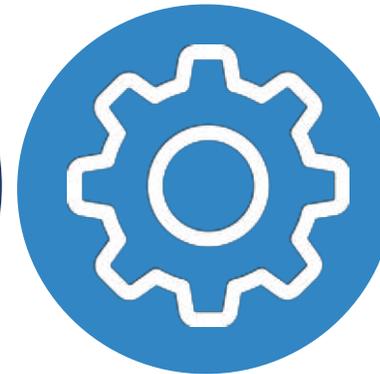
Download de app en ontvang de

**CTR**  
32%

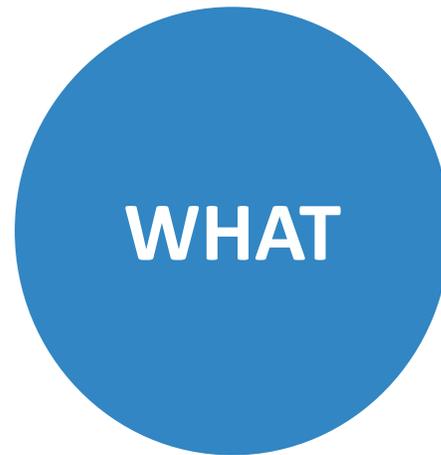
**CPA**  
€ 0,87

# Our approach

# Creating the blueprint



All visitors if we know the departure date



Our services Parking, Voucher and App

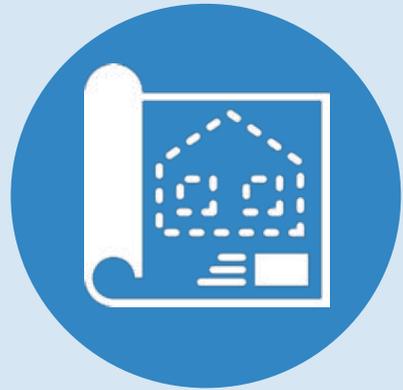


Our services are most relevant



On the channel which has the most potential





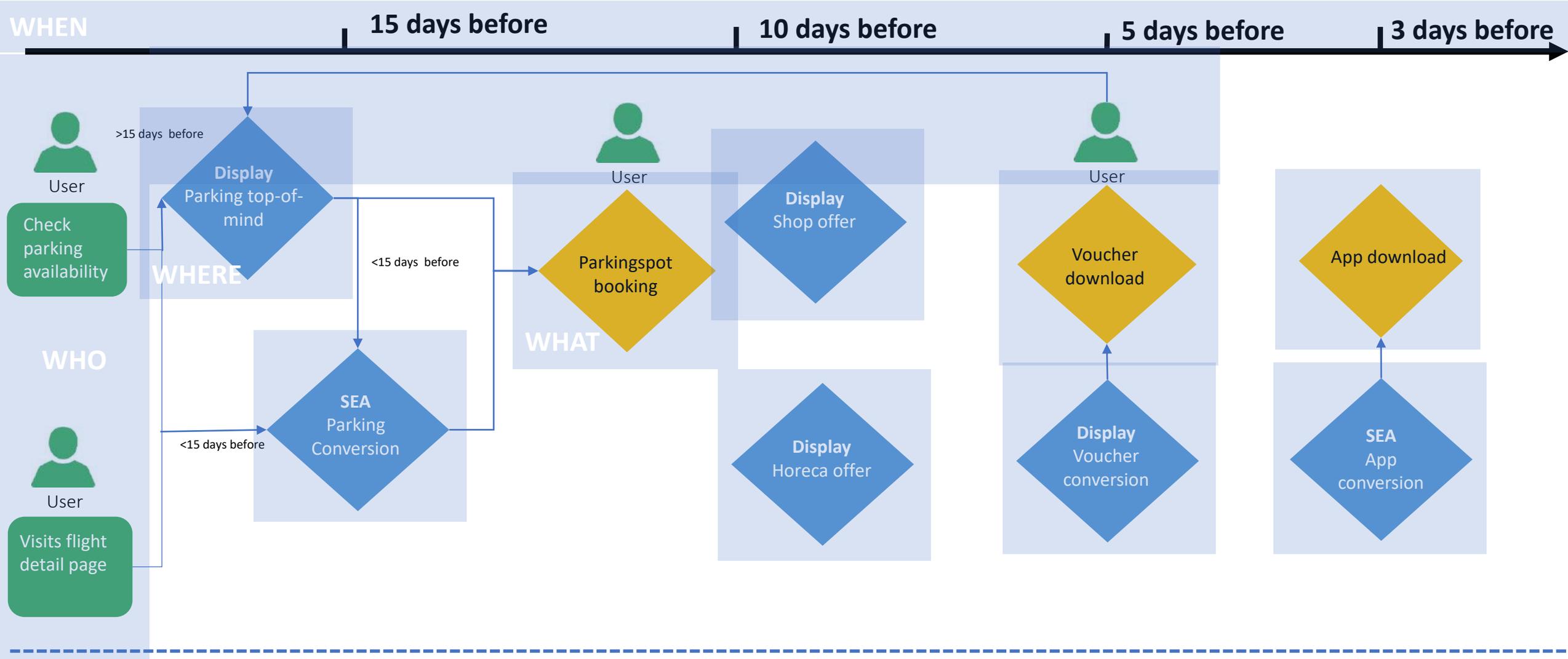
# Blueprint

Draw who, what, when, where

## Goal: clear understanding about the journey

1. Are there gaps?
2. Does everyone agree?
3. Are we able to build this?

**Take-away 1:** Re-think your journey before you start building.



**Audience Google Ads Parking: Welke producten?**

flight_date	less than 15 days
last_parking_product	[product]
parking_converted	false
voucher_converted	none

**Audience DBM Retail / Horeca**

flight_date	less than 10 days
last_parking_product	none
parking_converted	none
voucher_converted	none

**Audience DBM Voucher**

flight_date	less than 5 days
last_parking_product	none
parking_converted	none
voucher_converted	false

**Audience App Download**

flight_date	less than 2 days
last_parking_product	none
parking_converted	none
voucher_converted	none



**Do we target the passenger before departure?**

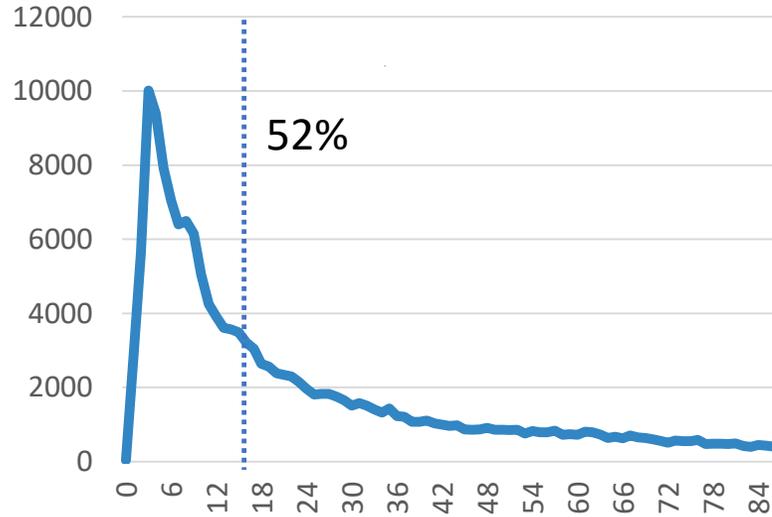
**Target the passenger when our services are most relevant**

# When is our service most relevant?

Time between conversion and departure



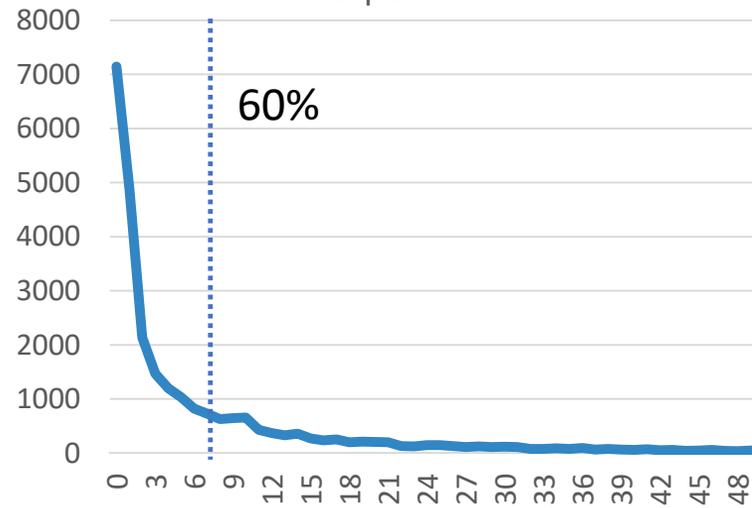
Days between booking and departure



More than 15 days before departure  
Less than 15 days before departure



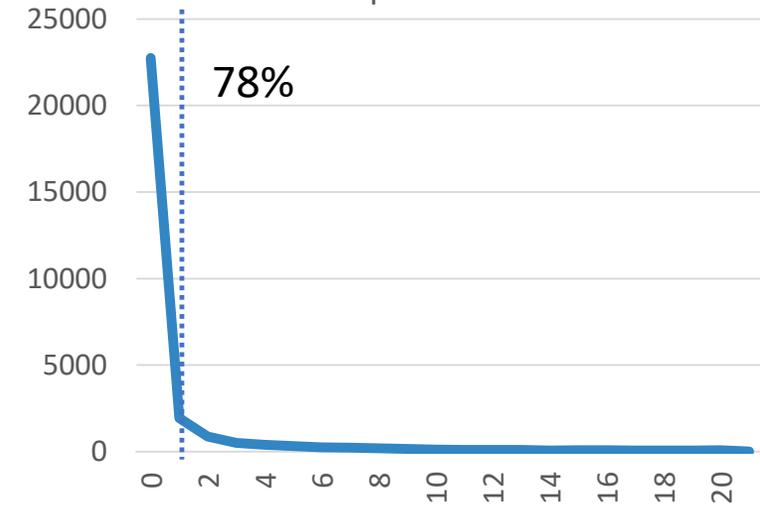
Days between voucher download and departure



Less than 5 days before departure



Days between app download and departure



Less than 3 days before departure

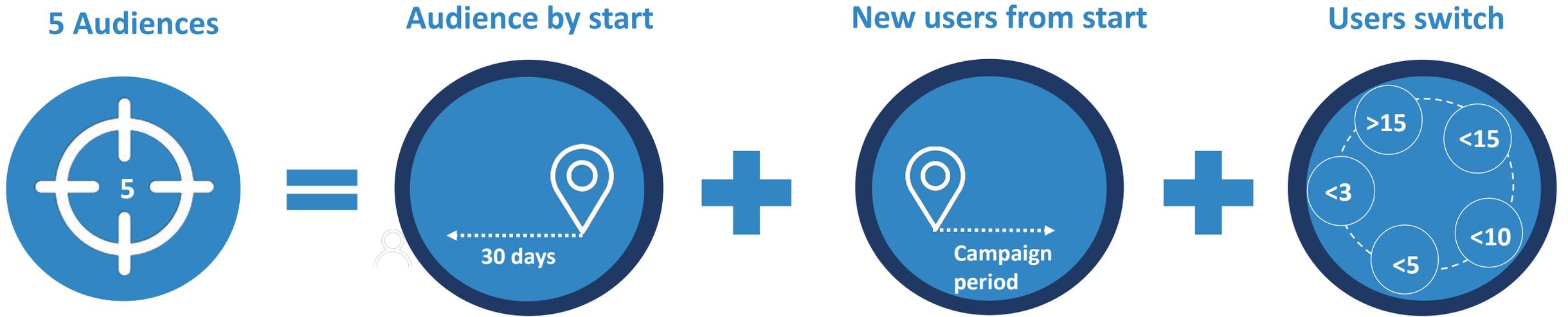


WHO

# Target passengers based on # days before departure

Are these audiences big enough?

# Audience estimation



## Important because:

- Minimum of 1.000 cookies to start
- Everyone has the same expectations

**Take-away 2:** Estimate your audience and potential results before you start.

# Estimation vs. Actual

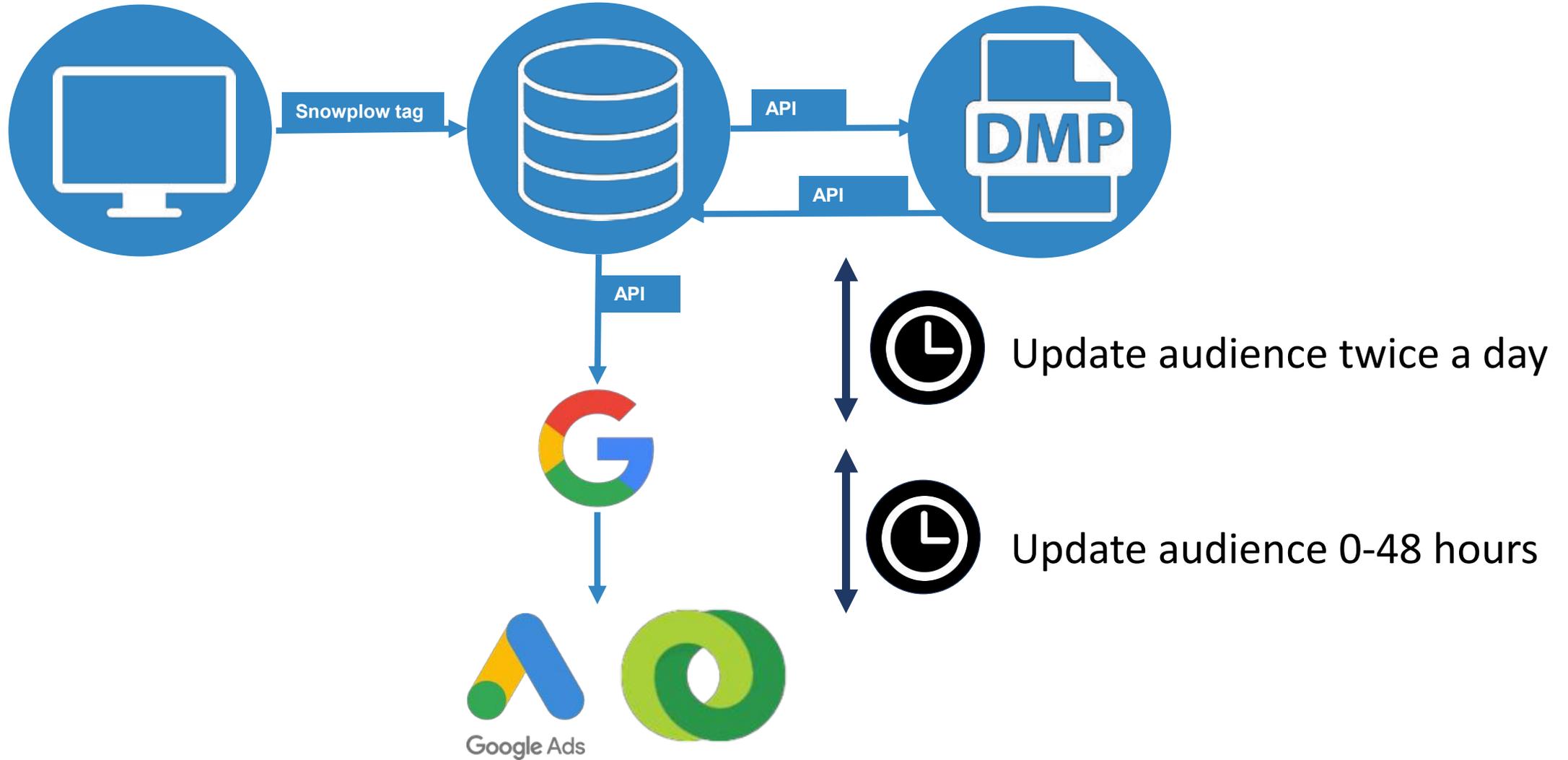
Less than 15 days	Estimation	Actual
Audience	60.000	<b>54.000</b>
Reach	30% (18.000)	<b>13% (7.000)</b>
CTR	26%	<b>21%</b>
Conversionratio	19%	<b>21%</b>
Bookings	880	<b>309</b>

**Take-away 3:** Make sure your audience is big enough. It's hard to find your audience.



**Technique**

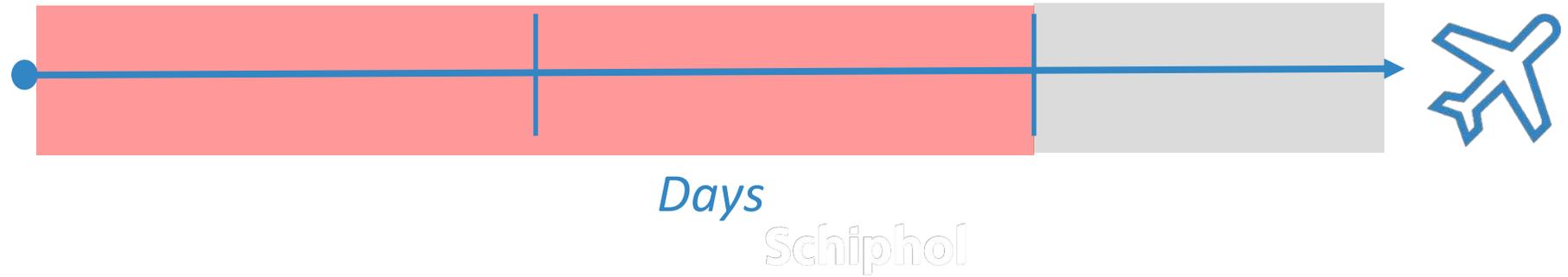
# Our way



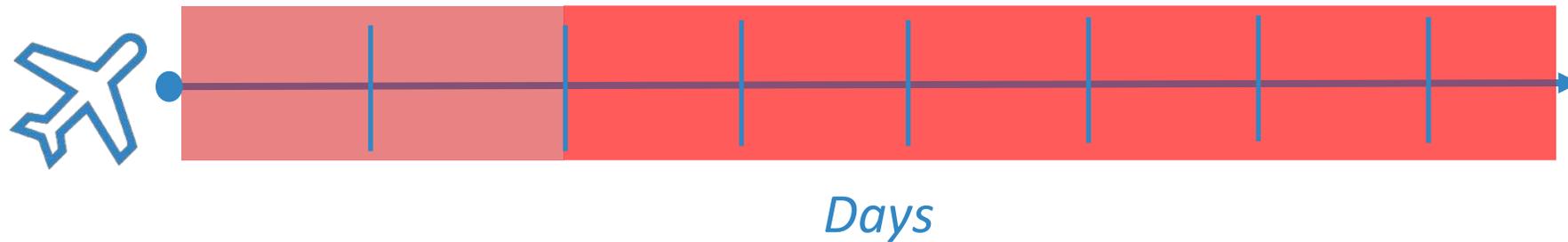
# Example...

**Take-away 4:** Be aware of the time it takes to update the audiences.

Less than 3 days  
before departure



Exclude all  
departed  
passengers



# Pitfalls & Take-aways

# Pitfalls & Key takeaways

1. Take your time to draw and rethink your blueprint.
2. Estimate your audience.
3. Make sure your audience is big enough.
4. Be aware of time to update the audience.
5. Don't underestimate the work within the channel.

DMP is no marketing automation.

DMP enables Schiphol to  
**orchestrate the journey** of the  
passenger and show the **most**  
**relevant message**  
at the right time

# Thank you...

## Questions?

**Schiphol**