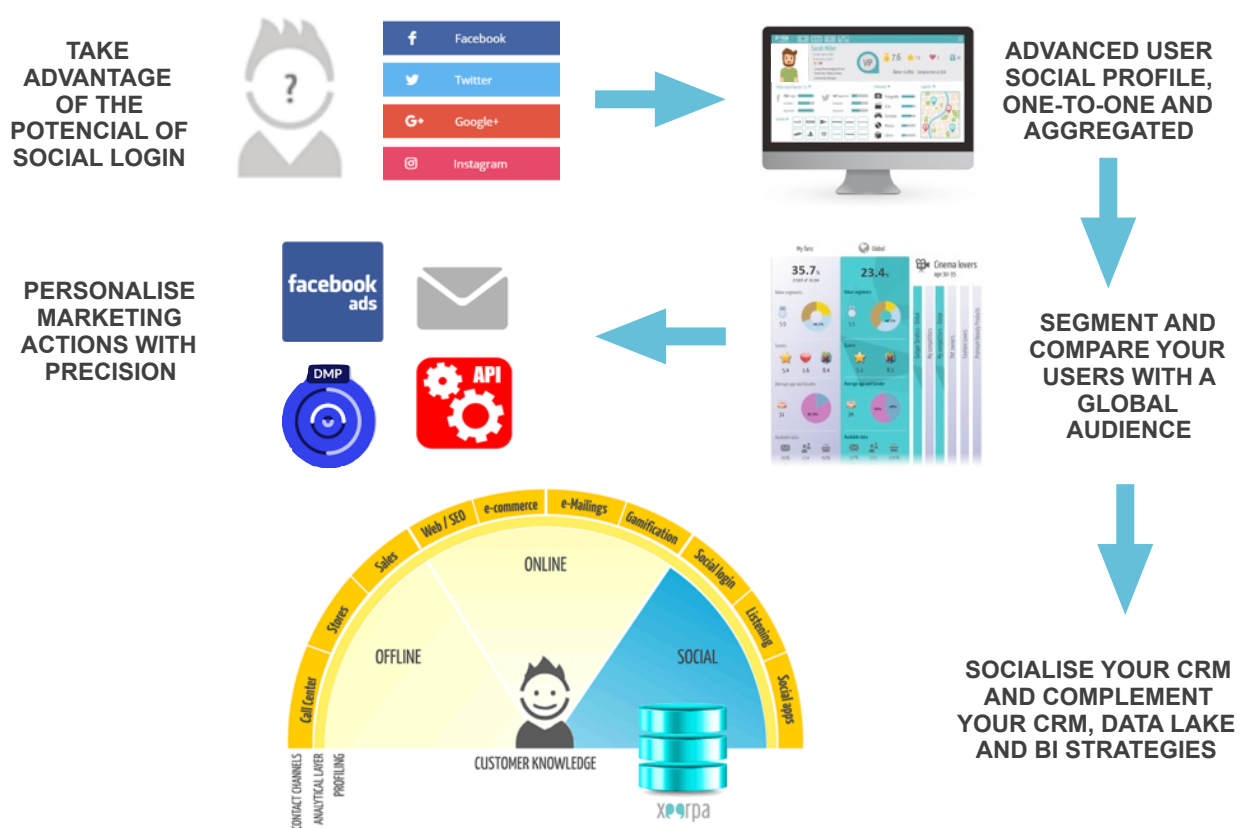


## For Travel and Tourism companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.



### Key benefits for the Travel and Tourism industries:

- ✓ Analyse the places, cities and countries your users visit, and how often
- ✓ Identify Business Travellers and Families on vacation
- ✓ Identify Brand Ambassadors and Influencers
- ✓ Identify the right partners based on users preferences
- ✓ Improve segmentation in your CRM, BI and DMP
- ✓ Impact users that have engaged with specific posts or content

[BOOK A DEMO](#)

### Selected clients and success stories in the Travel and Tourism companies:



## Success story



"The Big Data analysis provided by Xeerpa allowed us to take our user's segmentation to the next level: we are now talking about nanosegmentation of marketing actions for our target audience."  
Blanca Perez-Sauquillo, Deputy Head of Marketing at TURESPAÑA; Spanish Ministry of Tourism.

Spain is the third most visited country in the world, with over 75 million visitors in 2016. TURESPAÑA is a governmental organisation aimed to promote Spain as a tourist destination worldwide, creating value for the tourism industry and promoting sustainable tourism from an economic, social and cultural perspective. TURESPAÑA's mission is to be at the forefront of the Spanish Tourism strategy by leading and coordinating public and private actors.

### Engagement and objective

- TURESPAÑA engaged Xeerpa to participate in their project of market research within their strategy aimed to promote Spain as a tourist destination in countries such as United States, Russia, France, Germany, Italy and Holland.
- Their main goal was to create a fittingly **segmented Social CRM**, identifying users in a series of interests, **specially with "Cosmopolitan" profiles**: 30-70 y.o. urbanists with university studies and high purchasing power, who may be interested in the multiple Cultural (art, cinema, museums, etc.), Shopping, Gastronomy and Urban experiences in Spain.

### Success

- Xeerpa incorporated a **Facebook and Twitter social login** on TURESPAÑA's websites across several countries, Wi-Fi portals and the promotional page [journeyofyourdream.com](http://journeyofyourdream.com), a sweepstake designed specifically for the purpose of the campaign.
- Thousands of individual profiles were created, for the users that registered with their social media accounts. We **analysed their hobbies, travel preferences, affinity to tourism-related brands, locations visited in the last 5 years and specific cultural parameters** defining the "Cosmopolitan" profile TURESPAÑA was looking for: interest in arts and literature, theater and cinema, nightlife, shopping and gastronomy.
- The analysis of 30,000 profiles revealed a 16% segment characterised as Cosmopolitan users, and an additional 7% cluster of super-Cosmopolitan users as per their interests and postal code, **providing TURESPAÑA with valuable information on their preferences, brand affiliations, travel behaviour and Influence and Engagement scores**. These unique insights empowered TURESPAÑA to personalise their marketing efforts and develop an **efficient look-alike campaign** targeting micro-segments through mailing campaigns, Facebook-Ads and the DMP.
- Additionally, TURESPAÑA identified segments of users that share certain interests, such as arts, wine and fashion, among others, facilitating the **creation of marketing campaigns crafted to personalise travel experience**, thus attracting more tourists to the country.

BOOK A DEMO

More information on [hello@xeerpa.com](mailto:hello@xeerpa.com) and [www.xeerpa.com](http://www.xeerpa.com)

**Because not all leads are created equal**