

5 Travel App Notification Tips For The Perfect Take-Off

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Personalize to Stand Out

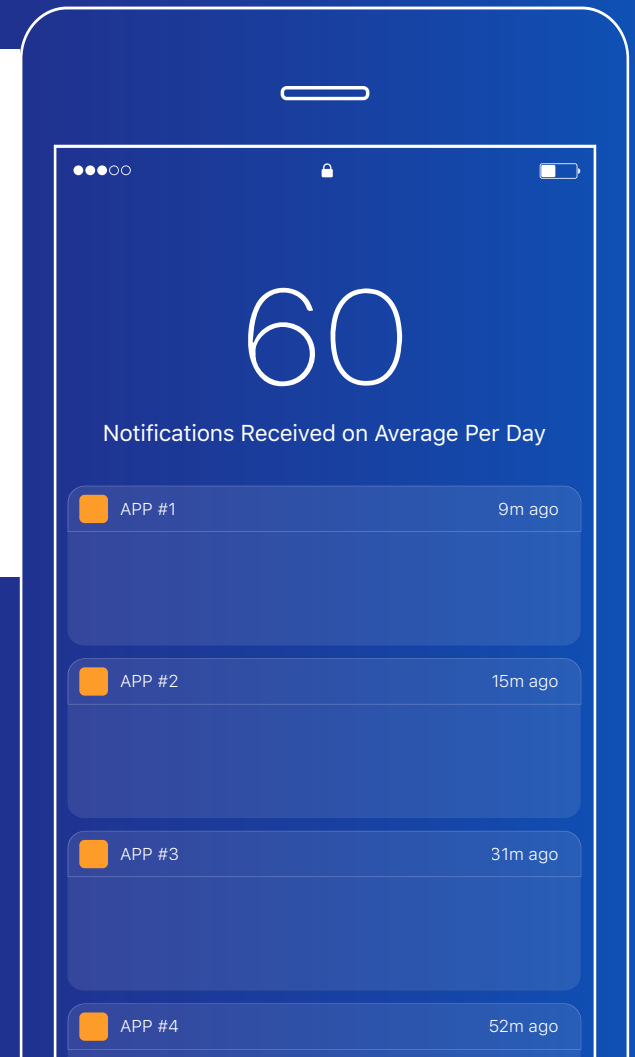
People receive an average of 60 notifications on their phone every day^[1], and this volume is increasing at an unprecedented pace. In order to get a user's attention, your notifications need to provide high degrees of personalization. Without it, they will not be relevant to the user's context and you will miss a chance to connect and convert. This is even more true for travelers whose context is constantly changing.

An efficient communication strategy needs to be customer-driven instead of business-driven in order to encourage brand loyalty.

That means engaging users based on what they are doing in your app and what would add the most value to their journey at that point in time.

[1] Notifications Are The Next Platform - TechCrunch.com

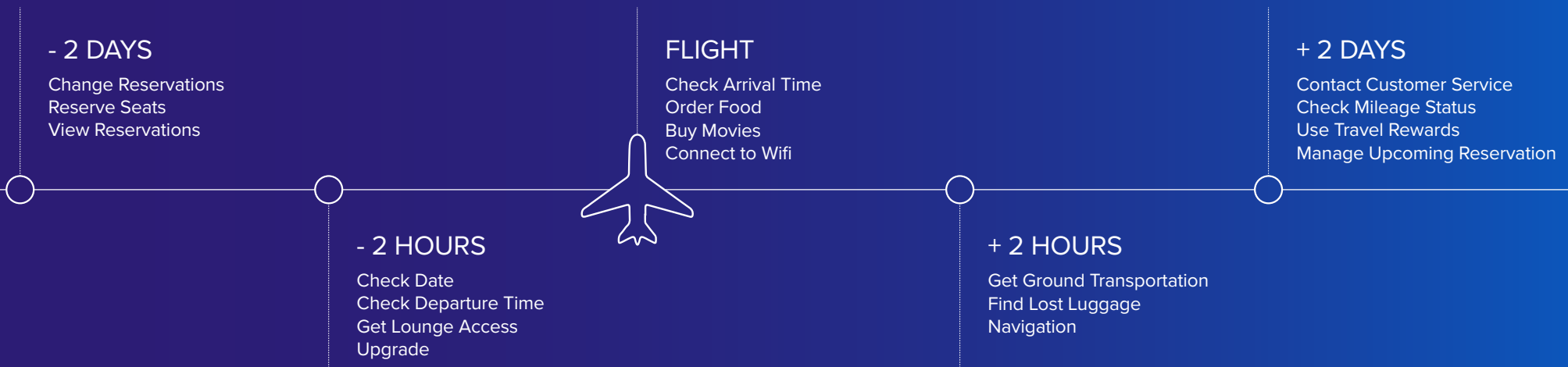
5 Travel App Notification Tips For The Perfect Take-Off



The Travel App User Journey

Adding user-driven personalization into your plan will allow you not only to have a successful launch, but also to grow and sustain your momentum. But to add user-driven personalization, you need to understand the user's journey. Let's look at a travel app user's lifecycle.

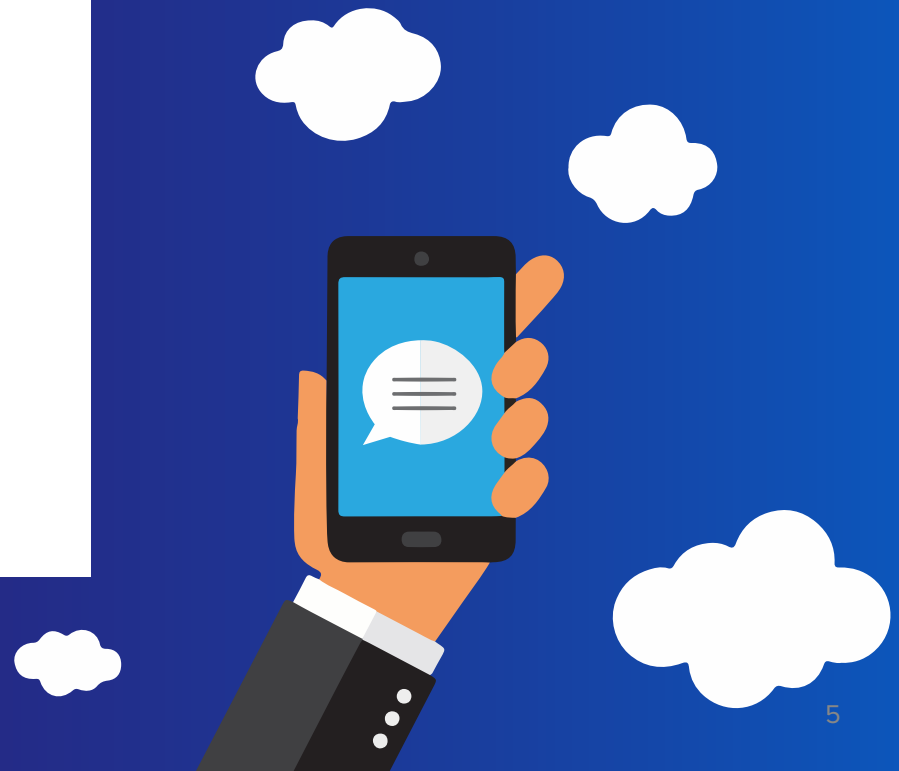
Airline Example Based on User Time



The Travel App User Journey

Users will naturally engage with the brand at different points in time. In the case of a flight booking app, for instance, users are likely to use the app to book their ticket, board and disembark the flight, check their mileage point, book their next trip, and so on.

These micro-moments of interactions are called “mobile moments.” They are points in time and space when users pull out their mobile device to get what they want immediately, in context.



The Travel App User Journey

You can create even more mobile moments by providing value to your users at multiple touch points within your app. For instance, they may open the app two weeks before their flight to change their tickets. It's a good opportunity to offer an upgrade at a discount on the new flight. Two days after the flight, they will benefit from information about their mileage points earned, and how they can use them towards new tickets.

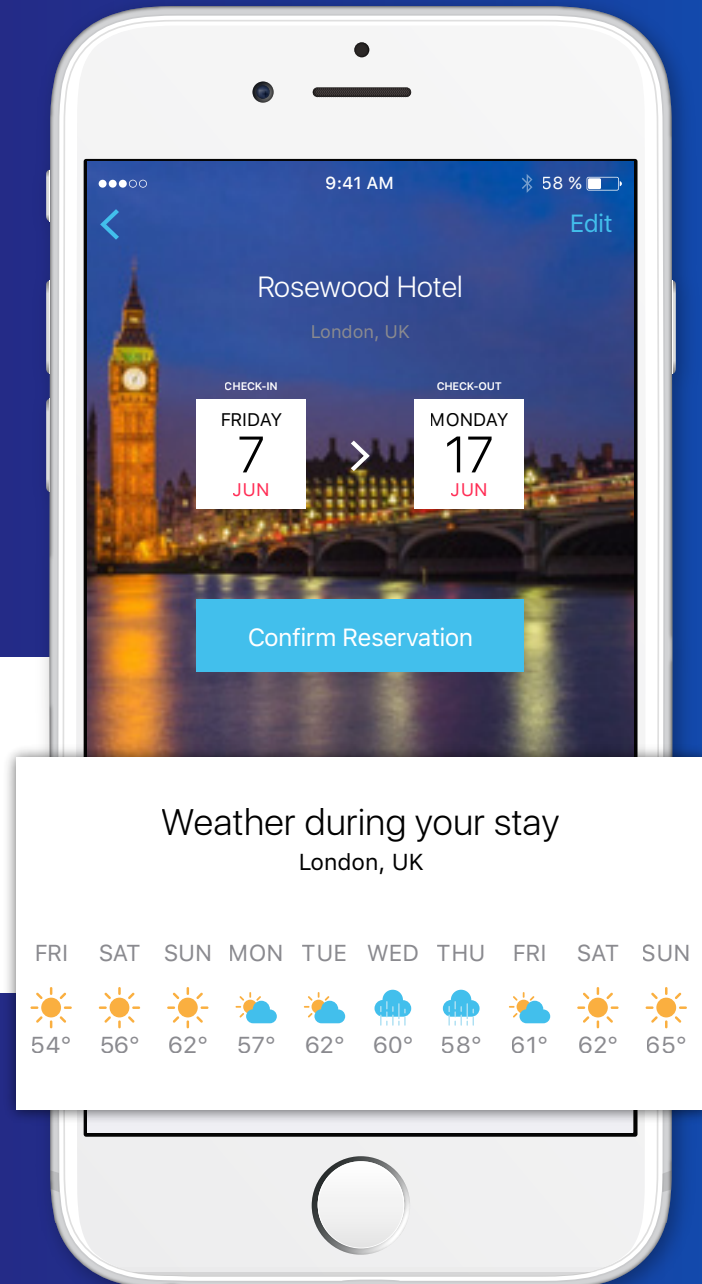
The one thing to keep in mind is to make sure these multiple interactions provide value to the user based on their specific context.

Here to explore are five best practices you can easily employ in your engagement strategy with your users, as you take them on their in-app journey.

1. Onboarding Campaigns

To grow the value of your app from the get-go, engage early. Presenting your users with content that benefits them, such as current weather at their destination, can increase the likelihood of a conversion down the road.

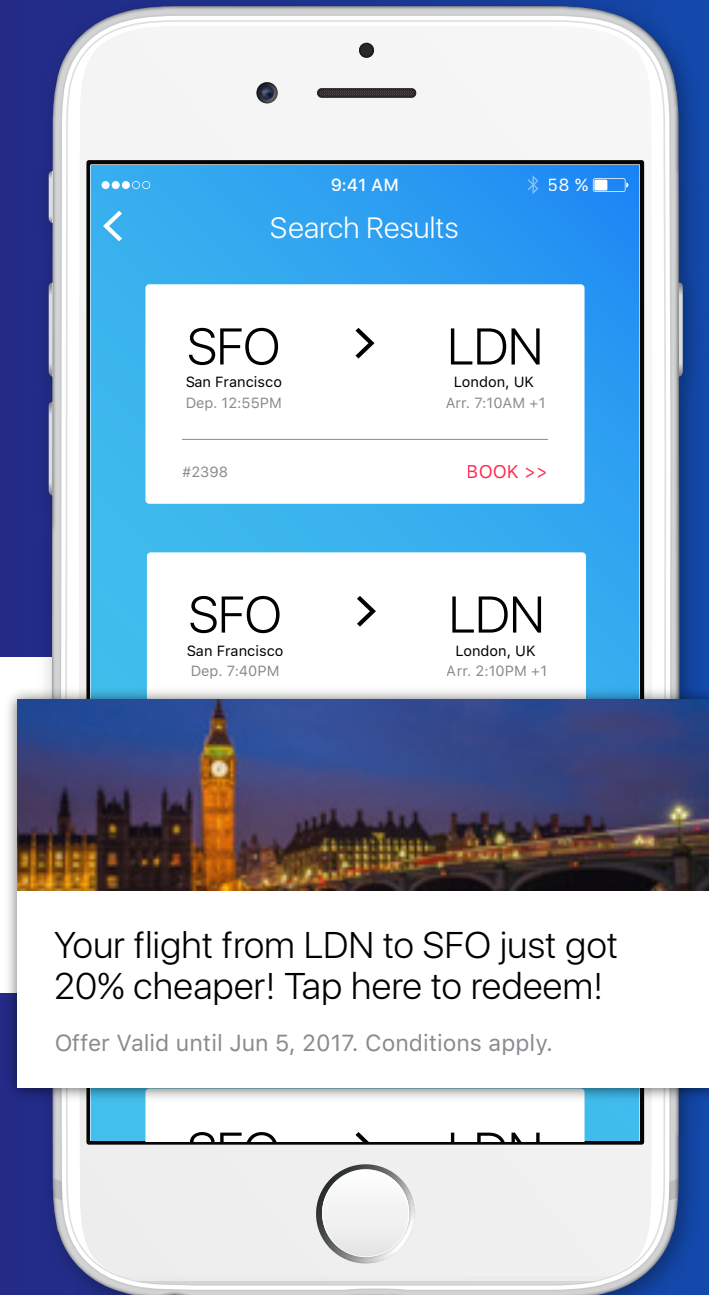
Provide Value
Through **Information**



1. Onboarding Campaigns

Track the browsing of your first-time app visitors who are looking for deals to book their next trip and target them with contextual coupons that match their preferences.

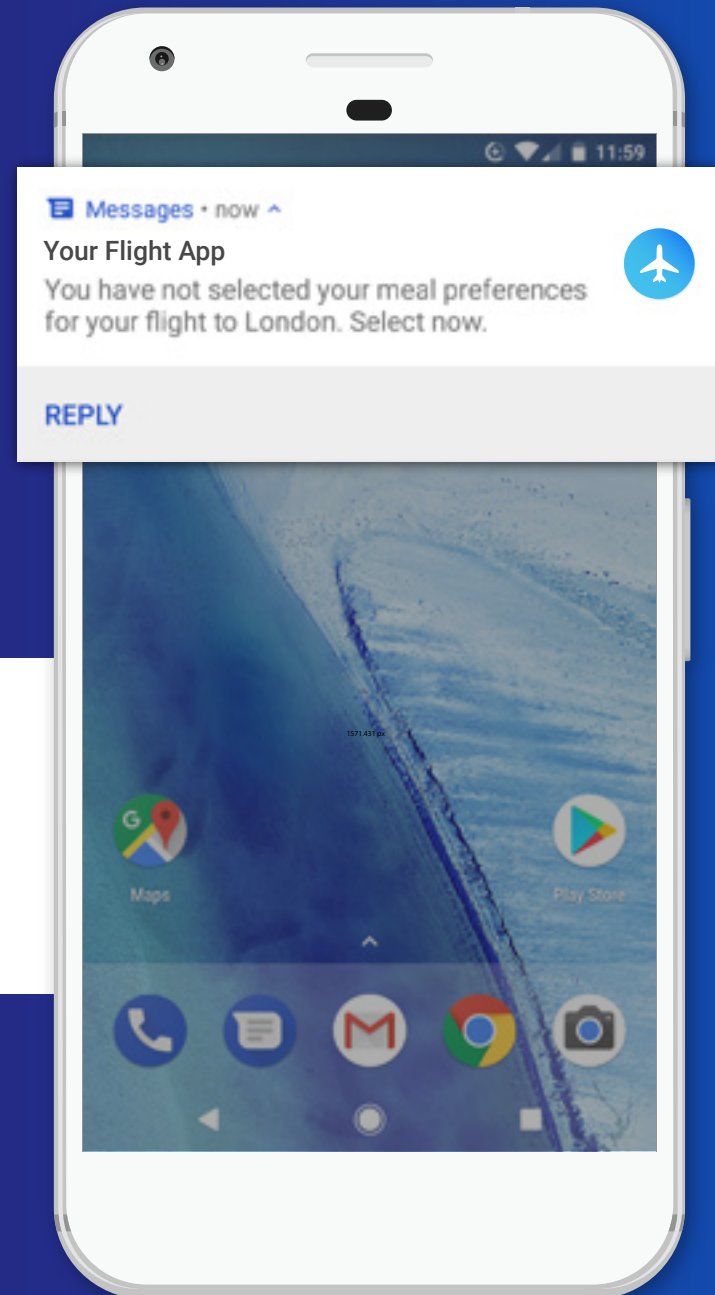
Support Conversions
With **Discounts**



2. Nurturing Campaigns

Engage deeper by reaching your users with personalized messages to enhance their travel experience. For example, your notifications can remind them to select a meal for their upcoming flight, or book local transportation so that it is ready for them upon arrival.

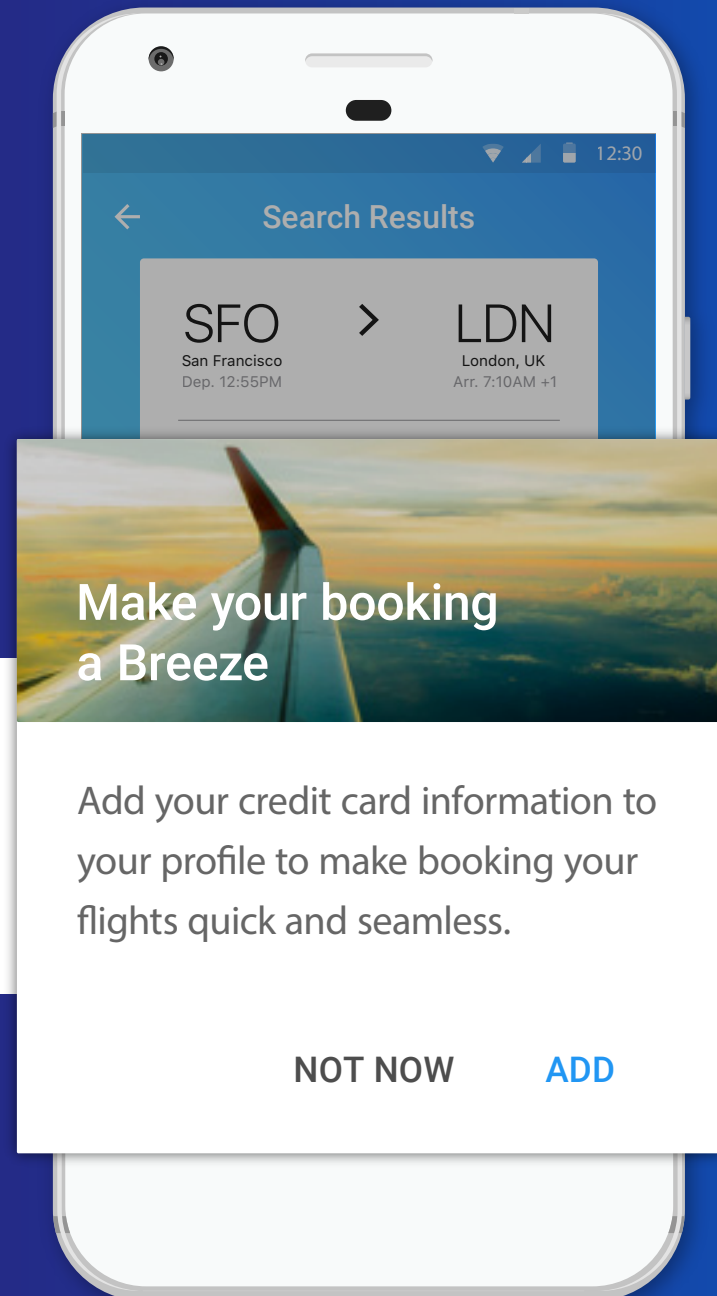
Engage Deeper
With **Reminders**



2. Nurturing Campaigns

To encourage your users to stay engaged, guide them through a series of easy steps. For example, once their user profile is set up, nudge them to add their credit card information to make it easier to complete a purchase when they come across a deal that suits their taste.

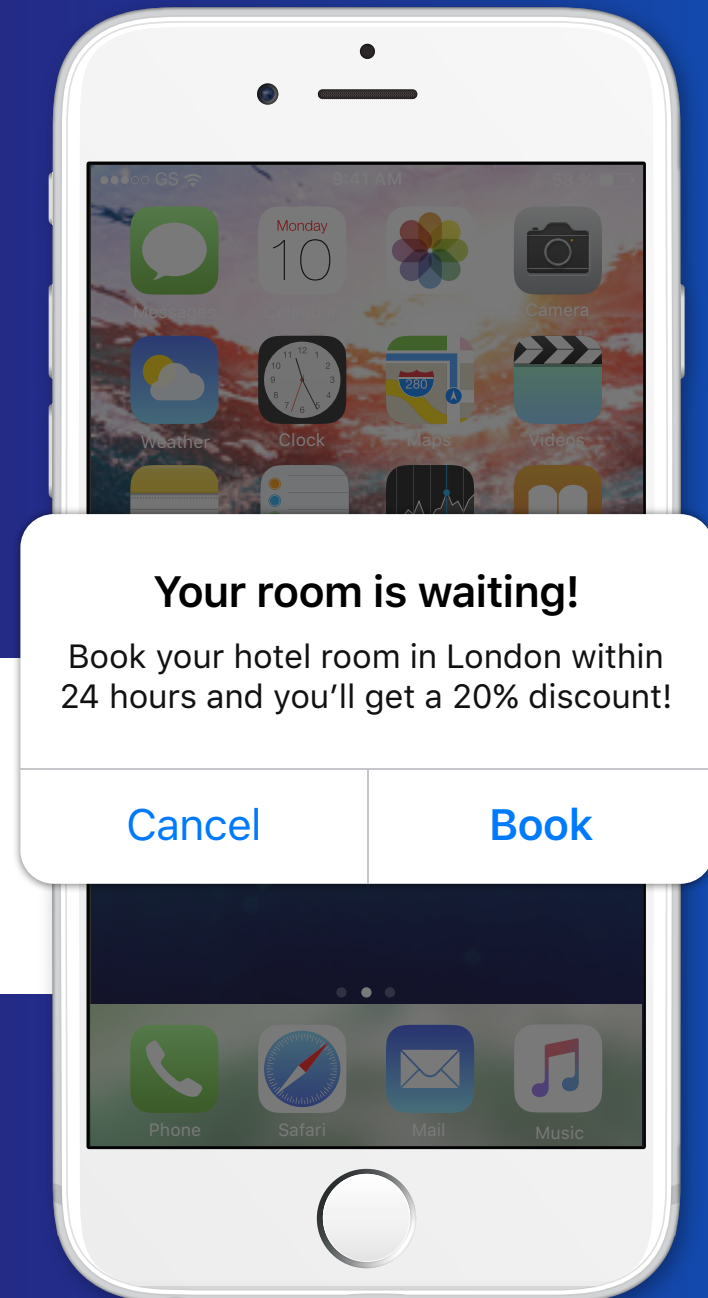
Guide Users With **Suggestions**



2. Nurturing Campaigns

If personalized experience wasn't enough to convince your users to convert into customers, try a different strategy. If an item they placed in a cart is still there 24 hours later, offer an attractive discount to reduce shopping cart abandonment.

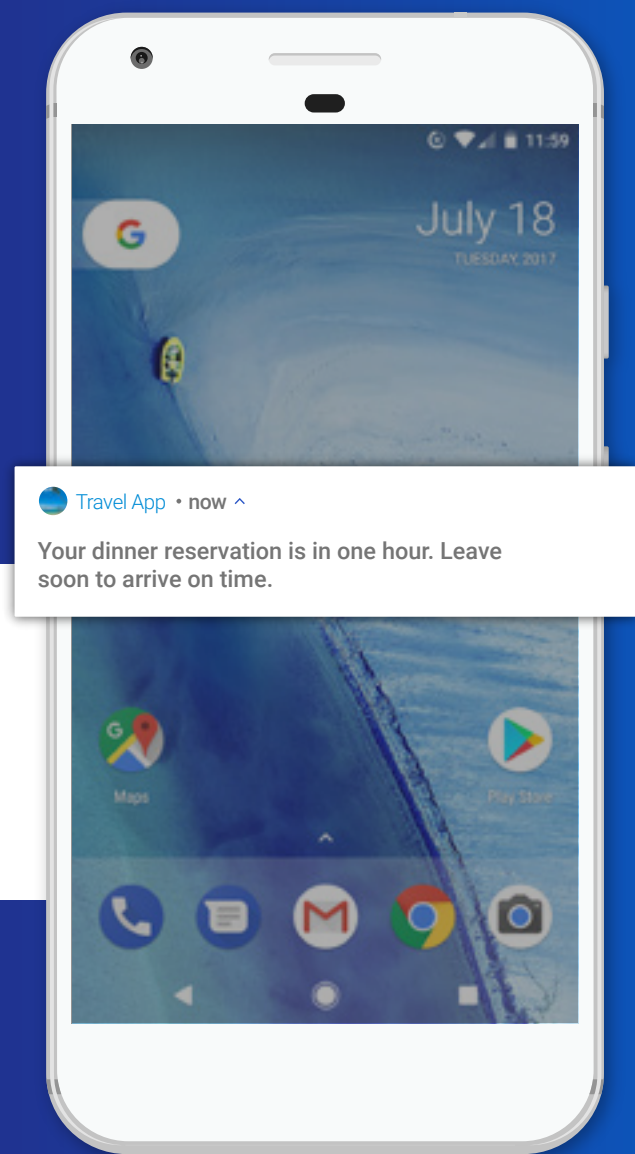
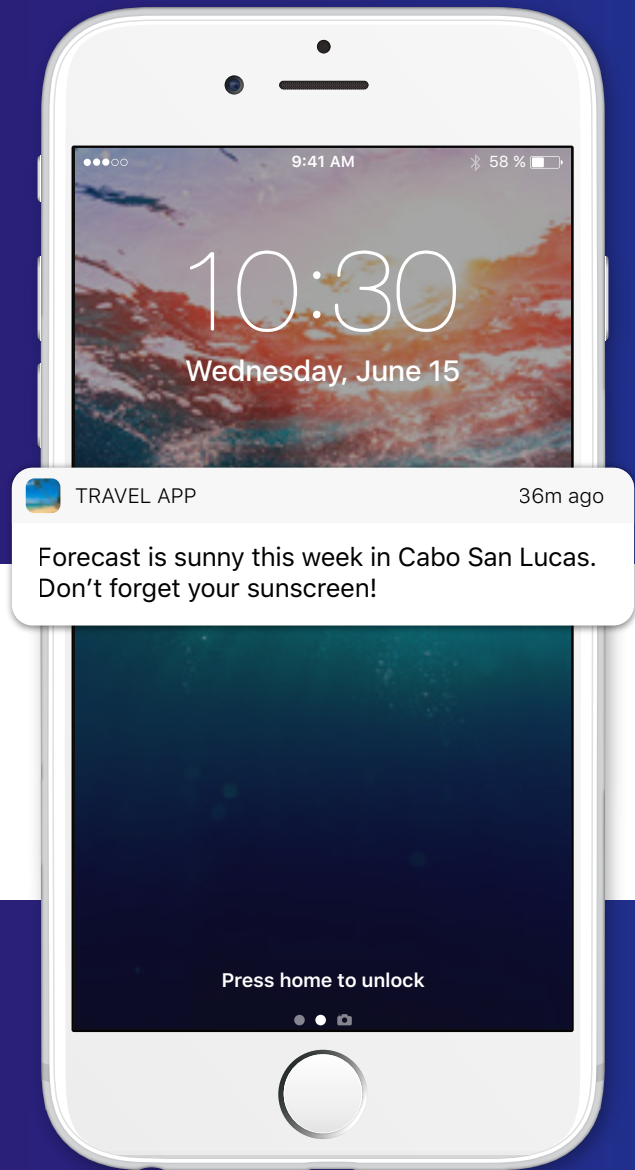
Prevent Car Abandonment
With **Limited Time Offers**



3. Transactional Campaigns

To further elevate your users' in-app experience, send them assistant-like actionable push notifications, such as reminding them to pack sunscreen or to start getting ready for dinner.

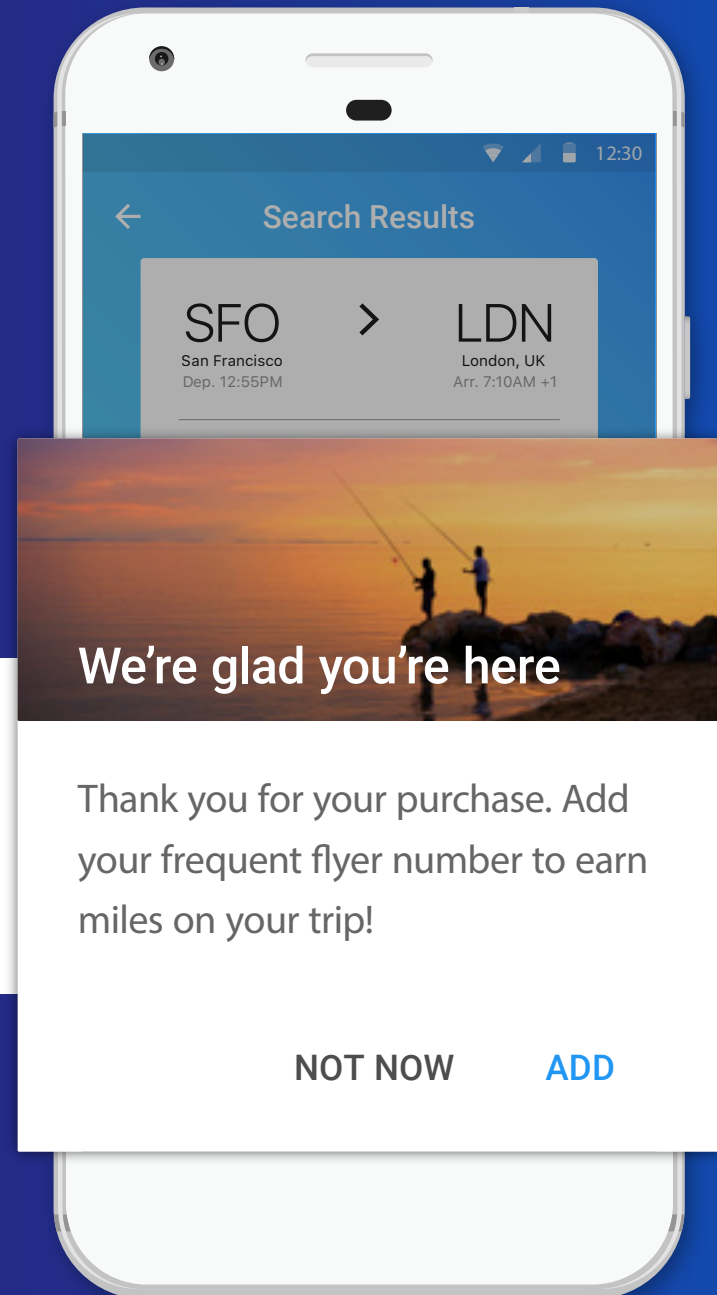
Be A Personal Assistant



3. Transactional Campaigns

Surprise your users with useful, value-add notifications that coax them along their journey and let them know you are aware of their needs.

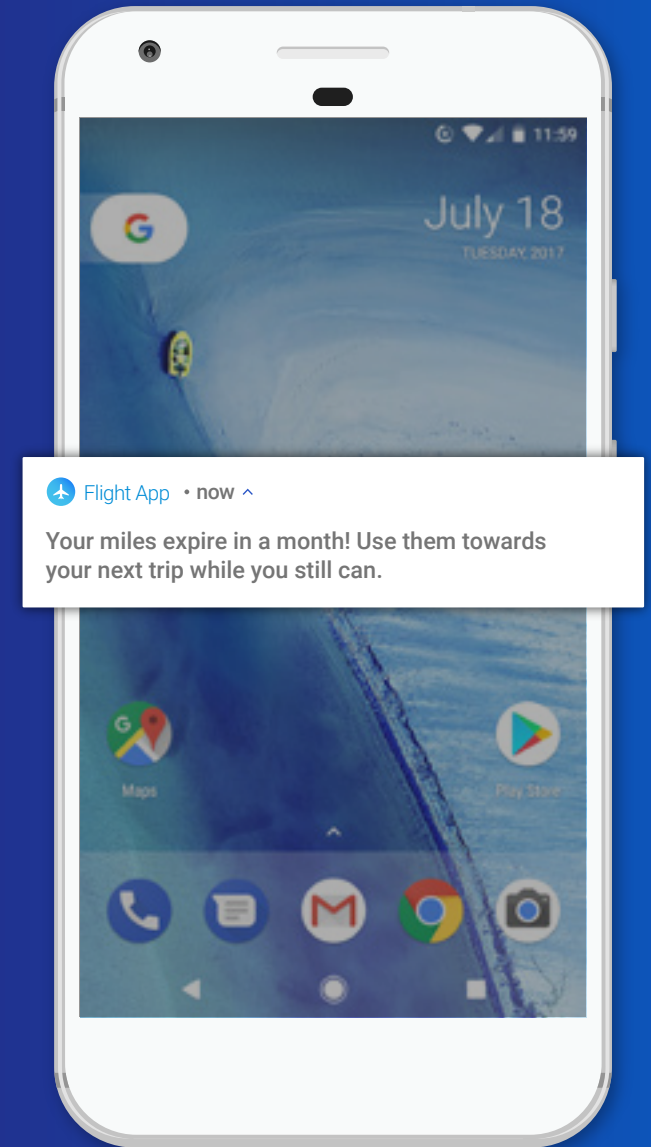
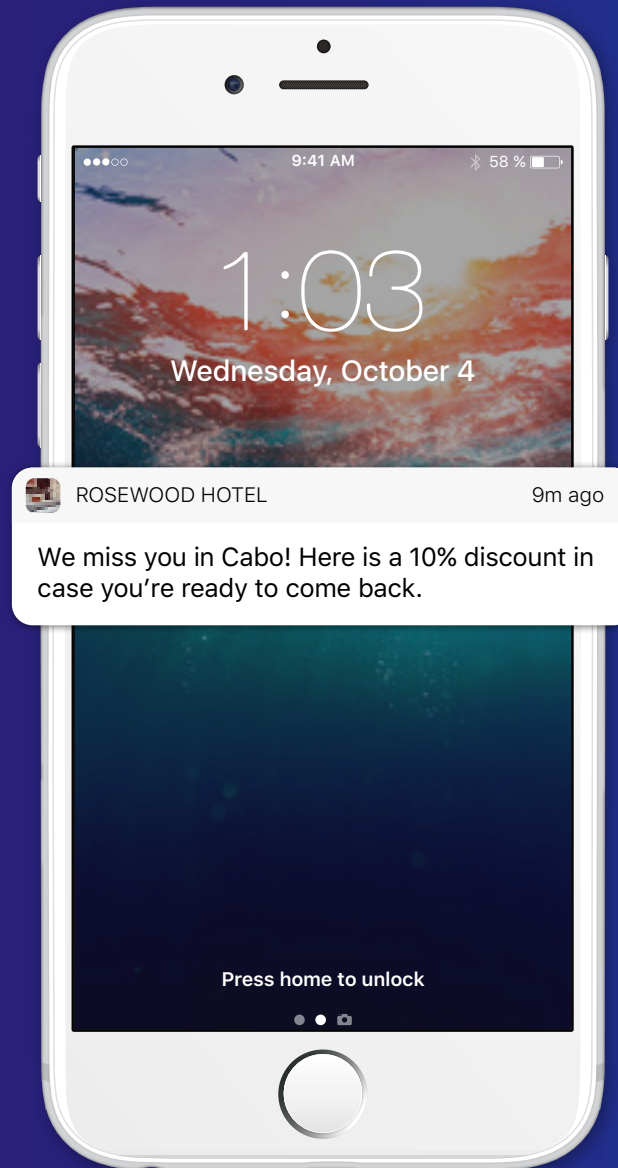
Let Your Users Know
You're Here to Help



4. Re-engagement Campaigns

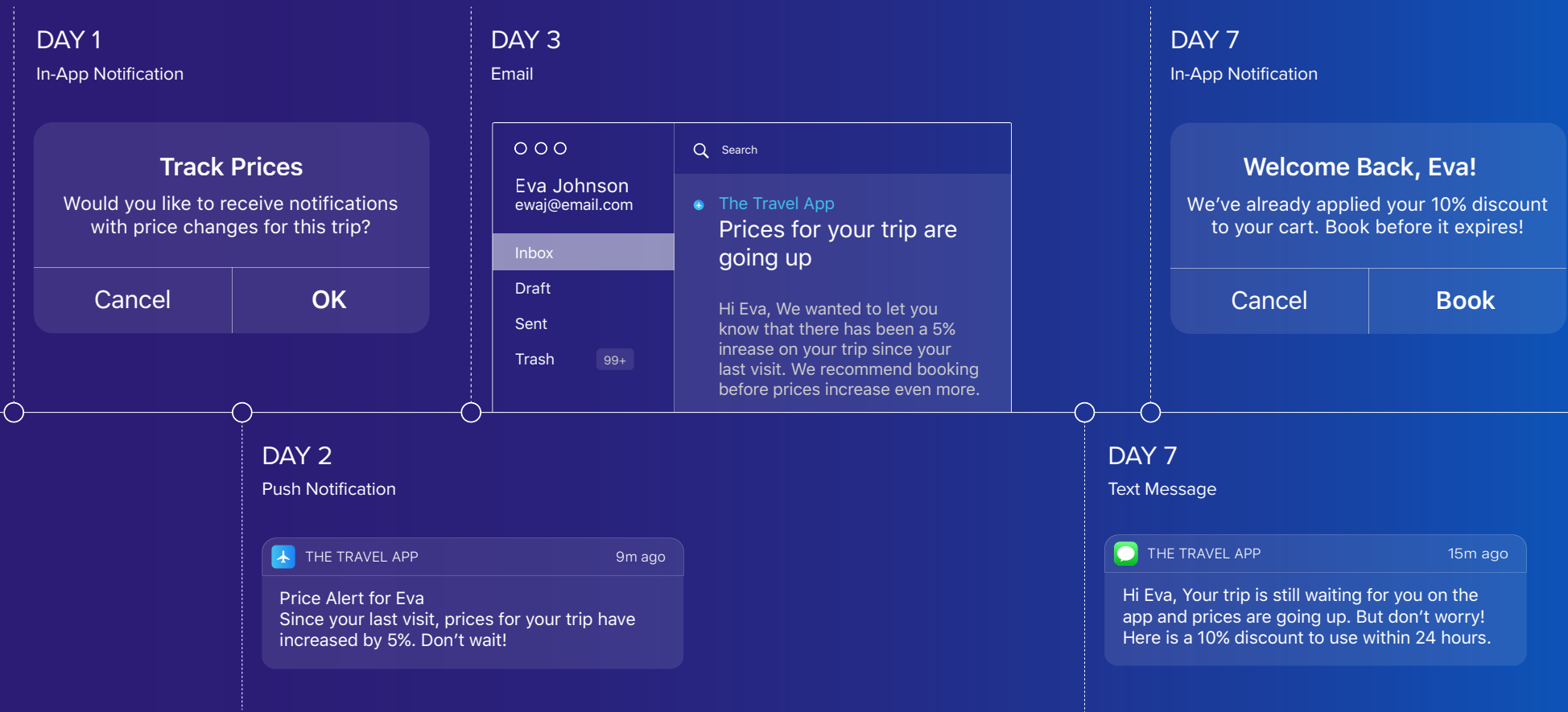
Occasionally, users will engage with a travel app for a specific trip and then vanish. Consider reaching out to them with a strategically timed notification, such as suggesting a new destination for their next adventure. You can also send a photo gallery of the most beautiful beaches, to inspire a new search.

Alternatively, reach out with a hotel discount or a miles expiration alert. The key is to remind your users of your existence and value to spur in-app re-engagement.



5. Integrated Campaigns

Integrated campaigns give you the opportunity to engage with your users through a variety of channels, such as push notifications, emails and text messages. Keeping your message consistent and on-point will be critical to facilitating a successful connection with your user. Follow their journey, from open to purchase, serving them options to engage in a way that suits them most.



Craft your perfect plan with CleverTap

CleverTap offers customer engagement tools and real-time analysis for travel and transportation applications. Add value to your users' experience with contextual intelligence, such as tracking their bags or getting flight status updates.



Target customer profiles

CleverTap lets you build evolving profiles of your users. Watching them change over time – from early to mature preferences – reveals valuable trends you can mine for insights.



Get complete control with our Open Platform

Import data profiles or events from any source or export your data for analysis. Use webhooks to trigger separate workflows when a high-value customer books a new trip or refers a friend.



Receive customizable reports

Track itineraries and flight bookings in real-time. CleverTap's consolidated dashboard will show you how a specific app enhancement or campaign you implemented influenced customer conversion.



Drive customer engagement

See how your app engagement rates fluctuate over time with CleverTap's Live User segments, powered by real-time analytics. Identify users who have downloaded your app but haven't yet booked their first flight, and engage with them live to stir them towards conversion.

**More fruitful connections for you.
More enjoyable trips for your users.**

Consistent, personalized engagement with your travel app users will make you less likely to lose them to competitors. Use CleverTap segmentation tools and Funnels to keep up with your user's activity and build effective strategies to maximize successful conversion. [Request a free demo now](#) and talk with one of our engagement specialists.

SCHEDULE A DEMO

CleverTap