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| DATE | 21 st May 2009 |
| UNIQUE USERS | n/a |



The latest news for marketing professionals

Location-mapping tool optimises airline campaign

Research from G2 Data Dynamics has revealed that airports need to think more carefully about segmenting their databases according to where potential passengers live.

The survey, conducted among G2's UK-representative Viewpoint panel of 30,000 UK consumers, showed that business-to-business (B2B) travellers choose the airport nearest their home for departure.

G2 Data Dynamics said that if airlines and airports want to relevantly target these travellers with marketing material, they must find ways to map the locations of these potential and actual passengers in relation to their departure airports.

Alan Thorpe, commercial and operations director at G2 Data Dynamics, said: 'Following a recent engagement with a business airline, we are using GIS location-mapping tools to optimise campaign selections and improve levels of audience interest.

'We then employ our European-wide B2B prospect file to enable purchase of only the most useful prospect data, so improving airlines' chances of winning new flyers.'

