SUCCESS STORY
Northstar Travel Group

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Project Background

Northstar Travel Group is the leading B2B information and marketing solutions company for all segments of the travel industry. They signed on with Omeda in late 2018, in order to simplify their MarTech stack through the use of Omeda's full audience relationship platform – from audience data management to email marketing, fulfillment services, subscription management and CDP solutions.

Goals

Northstar wanted to organize, govern and capitalize on their first-party audience data. They knew they had a lot of information on-hand, but needed a way to better understand the users that comprised their audience. The ultimate goal was to improve their audience understanding and outreach capabilities while reducing time, money and effort from managing multiple vendors and data sources.

Difficulties

One of the biggest difficulties Northstar had was that audience data was being stored in a variety of places and their MarTech stack was disorganized and hard to manage. There was a lot of time being spent trying to understand how to organize and structure their audience data rather than implementing strategies for the future.

The Omeda Solution

From the on-boarding process, Omeda has worked with Northstar to set up their audience database exactly as they need it. Customizing their platform to best fit their needs created an environment that helped Northstar to focus on their data processing and growth. Once implementation was completed, Omeda's Client Success team has been there to take over current functional needs moving forward – from training on platform tools to strategizing for audience development and outreach.

37% Increase in Audience Members

56% Increase in Email Efficiency

100% Reallocation of Database & Development Resources

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Quote from the Client

Roberta Muller, SVP of Product Development at Northstar, described how the transition to Omeda has been:

> Embracing the Omeda single technology platform has enabled us to focus our attention on the strategic value of our database. Our data is more than just audience. It is about how we get to know our users better because our data is behavior, contextual, trending, pathing, and fully understanding the sources of where the data is derived from. Our number of audience members connected to valuable behavior information has grown by 50%. This enables us to create new products and services such as multi-stage Audience-Based-Marketing, and content and influencer products.
>
> In addition to streamlining the technology stack, we have been able to focus our efforts on systematic and centralized data processing. This has been extremely advantageous during our aggressive acquisition process and growth of our face-to-face events, which are now switching over to virtual and hybrid events with COVID19. The single technology platform – which contains audience, email, and customer journey programs – provides visibility into critical components of our business. The platform identifies communication cadence which dove tails into governance, both essential for us as volume and customer touch points increase.

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Results

In the first 18 months following implementation, Northstar saw a:

• 37% increase in their audience members

• 56% increase in efficiency for their email operations. Northstar noted that Omeda's Email Builder tool is significantly easier to use, integrates seamlessly with Audience Builder, and is extremely stable.

• 100% redeployment of their database and development resources. This enabled them to focus on reallocating development efforts on other critical corporate projects and acquisitions.

Before
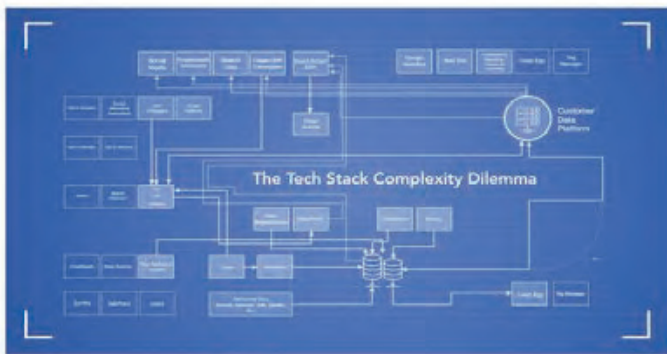
After

For further information and guidance with this process, please reach out to your client success manager. If you are new to Omeda, please reach out to sales@omeda.com.