

Travel Intelligence solution supports leading fashion luxury retailers to understand cross-border shopping

Partnership between Contactlab and Amadeus supports brands to better understand how travel affects global sales

London, 13.03.2017 - Contactlab, a fast growing engagement marketing platform for lifestyle brands, and **Amadeus Italia**, the Italian branch of the provider of next generation technology solutions for the global travel industry announce a partnership to create a Travel Intelligence solution called Luxury lab.

In Contactlab's *Who buys where: decrypting cross-border luxury demand flows report* (<https://goo.gl/7mDVe6> **note for journalists: please include the link in your article**) developed in partnership with Exane BNP Paribas, travelers purchasing luxury goods abroad account for around 30% of worldwide revenues. Capitalising on shopper's travel movement provides revenue generating potential for luxury brands.

This unique partnership allows leading brands to better understand how the movement of people affects sales and to find **unexpected correlations amongst data**. Leveraging Amadeus Travel Intelligence solution's data on global airline traffic and Contactlab's knowledge of the fashion-luxury market, brands can gain a competitive advantage by understanding their customers.

Equipped with users' flight booking behaviour provided by Amadeus, Contactlab will be able to provide its fashion and luxury clients with valuable insights into their consumers' cross-border purchasing patterns, thus laying down the foundations to creating a personalised and dynamic strategy for digital customer engagement.

In a joint experiment, Contactlab's data scientists, supported by Amadeus Italia, uncovered a significant correlation between the revenue growth of luxury shops in Milan during specific periods of the year and the influx of luxury travelers. **Chinese** passenger grew in number and raised luxury-fashion brands' sales during the winter period, and at the same time showed a recurrent and above average influx in every quarter. On the contrary, **Russian** travelers tended to shop in the summertime and at the very beginning of the autumn; **UAE and Gulf nationals** showed recurrent influx in alternate quarters.

Through this collaborations retailer can now access a massive amount of data on movement of people, and leverage Contactlab's knowledge of the fashion-luxury market to prepare for the additional in-store traffic and drive customer engagement actions in advance

"The partnership between Amadeus and Contactlab is proof of the value that data intelligence brings to marketing strategies, particularly when it comes

to looking for correlations between seemingly unrelated and heterogeneous data sets,” said **Massimo Fubini**, CEO and Founder of Contactlab.

Massimo Fubini continues: “The **Contactlab Marketing Data Science Cloud** correlates location, digital, and transaction data to provide valuable insights on which customer engagement and digital marketing activities can be based. As part of our collaboration, brands will have a joint team of data scientists and disparate data sets on hand to drive marketing actions and ultimately grow revenue”.

ENDS

About Contactlab

Contactlab (www.contactlab.com) provides the leading engagement marketing platform for commerce-focused companies and fashion & luxury brands to develop successfully digital communication programs that enable personalized marketing to unlock demand and build lasting customer preferences. Founded in 1998, ContactLab is led by its founder Massimo Fubini, an internet industry veteran and opinion leader in the marketing field since 1995.

Thanks to our own enabling PaaS technology and to the experience of our navigated professionals, we enable brands to achieve a deeper understanding of customers, to deliver uniquely relevant messages at every touchpoint of the customer journey and to measure performances with real-time dashboards that display all the relevant data. Our enterprise-grade platform is built with the highest security level, reliability, management, scalability.

Our solutions enable brands to gain insights into the context of each customer and deepen the retail experience by delivering highly individualized digital contact plans across channels based on events, preferences and product lifecycle.

Today, we work with more than 1000 clients in different industries across the world and serve most of the world-class brands in the Luxury and Fashion sectors.

About Amadeus

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs around 14,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as over 70 local Amadeus Commercial Organisations globally and has a presence in more than 190 countries.

The group operates a transaction-based business model.

Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.