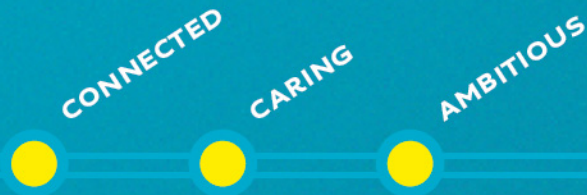


# From classic to disruptive AI powered promotions

Eurostar

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INSPIRE REAL CONNECTIONS



# AGENDA

- 1 Eurostar promotions
- 2 Innovation and promotion
- 3 Birth of Eurostar SNAP
- 4 Performance
- 5 Next steps
- 6 SNAP an AI platform





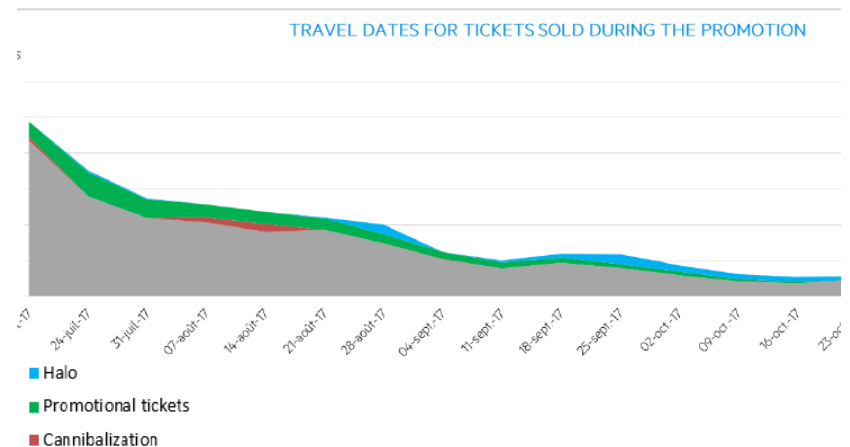
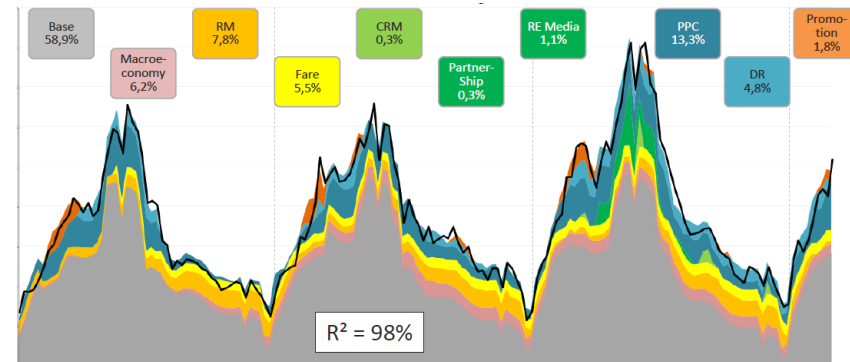
# 1 Traditional promotions



Estimation of forecasted empty seats  
Sales period : 3 times a year leisure travel down-cycle

Mechanism of promotion : a unique price, or percentage across the board  
Distributed on all channels, no proper segmentation

Econometrics measure of the performance for dilution vs. incrementality and ROI of promotional campaigns

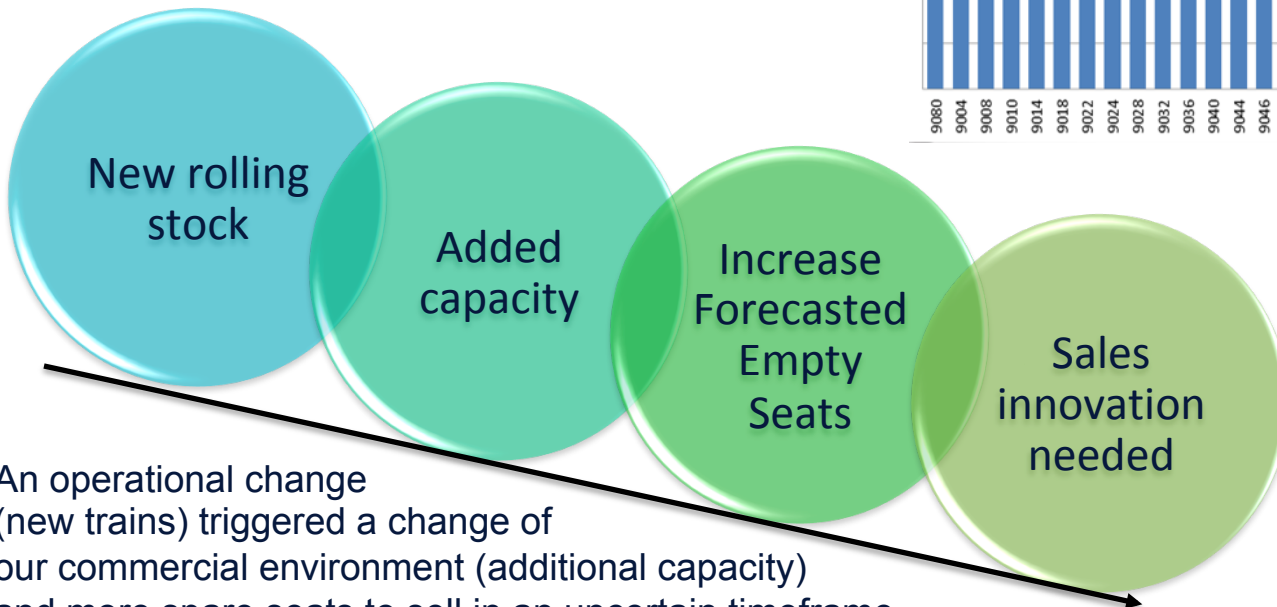
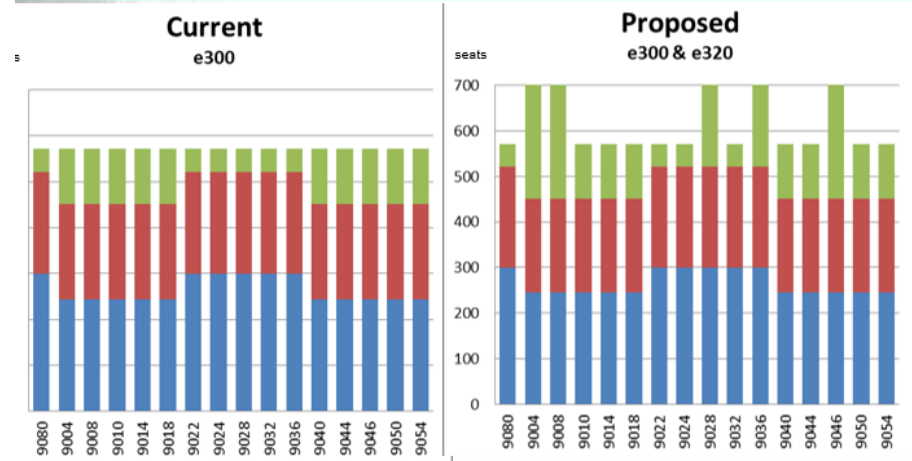


## 2 Innovation and promotions



New opportunity on peak days becomes a commercial challenge in off-peak days

example Nov 25<sup>th</sup> L-P 65% LF in STD



An operational change (new trains) triggered a change of our commercial environment (additional capacity) and more spare seats to sell in an uncertain timeframe

# ③ Birth of Eurostar SNAP



## A new product

- ⇒ Address a new part of the market
- ⇒ Spontaneous last minute travel

## A dedicated platform

- ⇒ Direct sales only
- ⇒ Developed in house

**YOU PICK THE DAY  
WE PICK THE TRAIN**

Get the best Eurostar deals, just by choosing which day you'd like to travel.

It's easy.

1. Choose your destination and add your fellow travellers
2. Pick a date and whether you'd like to travel in the morning or afternoon
3. Et voilà - the deal is yours.

Très simple.

[Share](#) [Tweet](#)

[Sign In with Facebook](#)

[Sign In with Twitter](#)

https://snap.eurostar.com/uk-en/book/proposals

Need a helping hand? Vincent Leone

London Paris

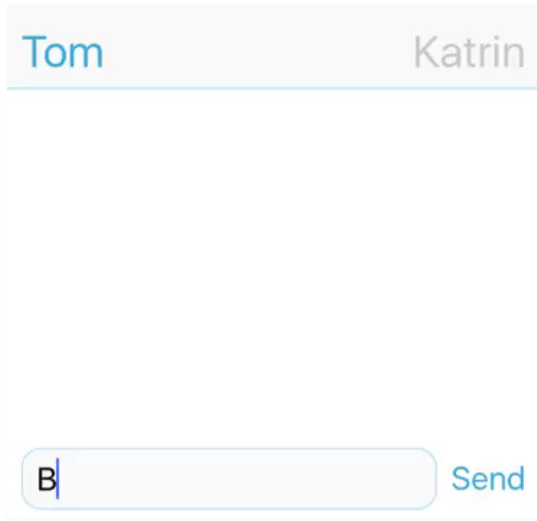
Return trip

Change

When do you want to go?

Train times	16 May Wed	17 May Thu	18 May Fri	19 May Sat	20 May Sun
Morning (AM)	£59.00	Not available? Check eurostar.com	Not available? Check eurostar.com	£59.00	Not available? Check eurostar.com
Afternoon (PM)	£25.00	£39.00	£39.00	£39.00	£39.00

# ④ Product Performance



Summer 17' "Day trip" music video



**Thomas Rumbold** Hi Eurostar, my name is Tom and my recent ex girlfriend's name is Katrin and this ad campaign has triggered me. I think a free holiday will help, I can't wait to hear from you 🙄❤️

Like · Reply · 43w



**Katia De Ruyter** Well done Eurostar marketers...

# 5 Next steps



## INNOVATION Product features

### Data

A screenshot of a web browser showing a data collection form. The browser address bar displays "http://example.com". The form has a header "Let's find you the best offer ..." and a "SUBMIT and CONTINUE" button. The form contains the following questions:

- Who is travelling ?
- Why are you looking for an offer on Snap?
- Reason for travel ?
- When do you intend to travel ?
- How did you hear about Snap?

### Main Product

A screenshot of the Snap product interface. The browser address bar displays "https://snap.eurostar.com/uk-en/book/proposals". The interface shows a search for a "Return trip" between "London" and "Paris". A "Change" button is visible. Below the search area, there is a table of train times and prices:

Train times	16 May Wed	17 May Thu	18 May Fri	19 May Sat
ESR9022	Not available? Check eurostar.com	Not available? Check eurostar.com	Not available? Check eurostar.com	£20.00

### Technology



# ⑥ SNAP an AI experimental platform



## ALWAYS ON Optimisation

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### Competition

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- Benchmark to cheapest competitors (including car pooling and coach)
- Booking horizon optimisation based on searches
- Own competition : always cheaper

### Personalisation

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- Link with main product and overall customer profile for the best deal
- Actively pushing dedicated features
- A/B testing and measuring feelings of customers

### Audience targeting

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- Product is voluntarily degraded and designed for specific audiences that we retarget
- AI trials to optimise the selection of the audience depending on the offer launched (marketing)



After 3 years working as a strategic consultant at Oliver Wyman, Marion joined Eurostar.

She has occupied varied positions including

- Strategic projects manager where she was first in charge of sourcing a new fleet (project lead) and developing new connecting products in partnership with other transporters.
- Pricing Manager where she was in charge of implementing new pricing ranges and maintain the pricing ecosystem

Her current role of Head of Pricing includes maximisation of Eurostar revenue through the optimisation of prices, and the commercial distribution strategy.

With a strong focus on pricing innovation and close collaboration with the Digital department, she has set up a laboratory for machine learning and artificial intelligence to improve revenue further.