



## CASE STUDY

# American Airlines Lifts Retention 5x With Personalized Interactive Video

American Airlines 

American Airlines, a pioneer in the global aviation sector, is consistently at the forefront of innovation and customer experience enhancement.

As part of their commitment to delivering exceptional value to customers, American Airlines wanted to reengage its AAdvantage Aviator Red World Elite Mastercard members. The airline recognized the importance of maintaining a strong connection with cardmembers, especially in an industry as competitive and dynamic as air travel.

In this case study, we'll take a look at their strategic Personalized Video campaign, in collaboration with Mastercard and powered by Idomoo, and how it took cardmember engagement and loyalty to new heights.

## The Challenge

Loyalty adds value in many industries, but in travel, particularly air travel, it's crucial.

With this in mind, American Airlines identified a key opportunity to reengage AAdvantage Aviator Red World Elite Mastercard members who may have been less active or unaware of the full spectrum of benefits associated with their card.

The primary challenge was to cut through the noise of generic marketing efforts and deliver a message that not only resonated personally with each cardmember but also motivated them to take action, whether that was redeeming miles or exploring additional card benefits.

To do this, they needed a highly personalized, scalable, and interactive solution — something that would effectively communicate the value proposition of the co-branded credit card and still create a personal touch that would ultimately strengthen the brand-customer relationship.

## WATCH THE CASE STUDY

Tired of reading all these words? We get it. (We prefer video too.)  
Click the link below to watch this case study.



## Approach

Working with our team, American Airlines launched an ambitious Personalized Interactive Video campaign. They leveraged our industry-leading video platform to create a one-of-a-kind video for each cardmember.

Videos included nearly 40 personalized data points as well as optional scenes for specific customer segments. Each one greeted the member by name, showcasing the loyalty points they had earned, savings achieved, and the potential for further rewards.

This personalized touch not only made customers feel valued but also clearly demonstrated the tangible benefits of their loyalty to American Airlines.

## MAKING IT PERSONAL

Each video was personalized with dozens of data points. Here are just a few.



First Name



Miles Flown



Cities Visited



Recommended Destinations



Loyalty Points



Fees Saved

But beyond the personal approach, American Airlines wanted to spark engagement, so every video was interactive too, allowing cardmembers to choose their journey within the video. They could select topics of interest, such as maximizing miles, understanding travel insurance options, or learning more about card benefits. This interactivity ensured that the content was relevant and engaging for each viewer, increasing the likelihood of action.

## SEE THE VIDEO



The call to action in the final scene was also strategically placed to drive engagement, prompting users to click through to redeem their miles or explore more about their card benefits. This direct approach aimed to convert viewers' interest into tangible actions, thereby enhancing card use and loyalty.

And it worked.

## Results

As you might have guessed by now — this is a case study, after all — the Personalized Interactive Video campaign was a resounding success.

American Airlines saw a significant cardmember engagement, spending, and retention. The videos drove a 5x increase in customer retention and achieved an impressive 15x return on investment.

### CAMPAIGN WINS

**5x** higher retention

**15x** ROI

These metrics not only underscore the effectiveness of Personalized and Interactive Video marketing in reengaging customers. They also highlight the potential of such strategies to drive real business results (those KPIs your boss expects) that affect the bottom line.





Happy customers. Happy boss. It's a win all around.

## Conclusion and Key Takeaways

American Airlines' Personalized Interactive Video campaign took an innovative approach to customer engagement, and it paid off.

By harnessing the power of personalized content and Interactive Video technology, the airline was able to significantly enhance cardmember loyalty and retention.

Key takeaways from this case study include:

-  Personalization is key to cutting through the marketing noise and capturing customer attention, especially for loyalty campaigns.
-  Interactive content inside a video can effectively drive customer action and engagement, helping you hit key objectives.
-  Video is a natural fit for the travel industry where immersive visuals remind the viewer why they love your brand.
-  Investing in innovative customer engagement strategies can yield significant ROI in terms of loyalty and revenue.

American Airlines' campaign, powered by Idomoo, sets a new standard for customer engagement strategies in the travel industry. As companies look to navigate the challenges of the digital age, personalized and interactive marketing efforts like this will become increasingly critical to maintaining and growing customer loyalty.

This case study demonstrates the immense potential of next generation video to engage and reengage customers, offering valuable insights for companies across industries looking to enhance their customer engagement strategies.



# Ready for Takeoff?

American Airlines may be the largest airline in the world, with more than 200 million passengers per year, but they still want a personal touch when it comes to customer loyalty. It doesn't matter how many customers you have — each one is special.

Maybe you feel the same way? If you're ready for your customer loyalty to reach new levels, we should talk. We've worked with travel brands like Disney, Delta, Fairmont and more to help them surprise and delight their customers with a bespoke video for each individual.

Take a look at some of [our favorite travel videos](#) or click the button below to schedule a call with a Personalized Interactive Video expert who can discuss your goals and how to make them a reality.

SCHEDULE A CALL