

Air Charter Service Provides Service Beyond Expectations Through Targeted Segmentation and Hyper-Personalized Content with Mapp

San Diego/London, 20 May 2021 – [Air Charter Service \(ACS\)](#) chose Mapp Cloud to implement its business communication on a global scale. Mapp Cloud is the marketing platform of [Mapp](#), the international provider of insight-led customer experience.

Air Charter Service is a global air charter company with 27 offices worldwide, 35 localized websites, over 200 brokers, 8 core divisions and in 8 languages. ACS provides commercial aircraft, cargo, and private jet charter solutions. The company specializes in tailor-made air charter solutions for any request, ranging from flying Premier League football teams to transporting outsized loads of cargo and organizing VIP trips. ACS continues to grow and now generates revenue of more than a billion dollars, arranging over 23,000 full charter flights per year. The mission is simple: to deliver service beyond expectations.

Since the outbreak of COVID-19, ACS has seen a huge increase in demand for their services. The areas where they saw immediate uplift included repatriation charter flights, cargo shipments delivering contracted Personal Protective Equipment (PPE) for governments, and newsletter subscriptions to receive ACS travel restriction updates.

As a result of this surge in demand, ACS required extra support to create hyper-personalized communications, as well as deliver regular up-to-date travel restrictions and showcase their latest packages and flight availability, while pivoting their digital strategy to a more automated approach. With almost half a million potential customer combinations, ACS needed to be able to deliver hyper-personalized communications. With over 30 years of customer data only being available offline and with multiple different teams managing it, ACS also needed to find a way to bring this data into unified customer profiles to use for segmentation and personalization of content. Moreover, ACS needed dynamic emails that could pull in contact information and department-specific content across all 27 offices and in 8 different languages.

ACS chose to implement Mapp Cloud to enable them to apply business communication tactics globally. This allowed them to take years of offline data and feed this into Mapp's CDP to power their personalized marketing tactics. With the help of Mapp, ACS activated offline data and online data. This was done by combining offline data about preferred products & services of customers and layering this with the online behavior data collected from Mapp Acquire, creating a unified ACS customer profile in Mapp Cloud. This has given ACS a true understanding of their customers, and most importantly means that they can deliver the right message in real-time.

The ACS team is now able to deliver a more personalized customer experience with the implementation of advanced CMS blocks, increased automation and dynamic email content. With the help of Mapp Cloud and their agency Firefly, ACS now has a unified and cohesive ecosystem for sending hyper-personalized, targeted, and relevant messages to their customers based on unique information on a global scale:



- **Customers Enquiry Emails:** ACS is now able to send online enquiry confirmation emails instantly through Mapp Engage and monitor the results. These emails were previously being sent through the website, but with the help of Mapp, all data is now being fed into the platform in real-time.
- **Nurture Program:** ACS is now able to feed these contacts and data straight into their nurture program, ensuring a continuous and trackable customer journey. This change has made everything more controlled and timely.
- **Welcome Journey:** ACS has implemented a new welcome email design across all of their English-speaking offices, utilizing dynamic content to handle the large number of variants. While this welcome journey is still relatively new, the comparison between the old and updated versions has shown a phenomenal increase in engagement. Open rate increased by 23% (34% to 43%), CTR increased by 52% (3.99% to 6%) and CTO increased by 22% (11.5% to 14%).

Millie Andrews, Head of CRM at ACS commented: “The Customer Support Team at Mapp went above and beyond in order to solve our challenges as a business. With their help, we have been able to do what we once thought was impossible and move 30 years of offline data into online unified customer profiles. With this information more easily accessible, we are now able to fully deliver the hyper-personalized and high-end service that our customers expect and deserve.”

About Mapp

Marketers and data specialists should always be able to focus on their core business instead of spending their time taming the technology behind it. With the insight-based customer experience platform Mapp Cloud, marketing decision-makers have more time for the essentials and can place their brand messages in the best possible way. Through customer intelligence and marketing analytics, companies easily and effectively gain cross-channel customer insights from data, which in turn enable highly personalized marketing activities. Mapp's customers benefit from customized and self-optimizing cross-channel campaigns based on AI-powered predictive models. Automated messages can thus be sent in the ideal marketing channel, at the optimal time and with the right contact frequency. Thanks to powerful one-to-one personalization, maximum engagement as well as long-term customer retention are achieved.

Mapp operates offices in seven countries. Mapp's digital marketing platform helps over 3,000 businesses stand out from the crowd. Mapp's clients include Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

Press contacts:

PR Agency: The PR Network
Jonathan Lenz
+44 (0)77953 74423
jonathan.lenz@thepr.network

Mapp Digital
Harald Oberhofer
+49 30 755 415 120
harald.oberhofer@mapp.com