



JAPAN AIRLINES

# Leveraging search and category data to close gaps in reward category ranges

Travel

Asia-Pacific

Higher engagement

Less cost

More revenue



## Challenge

- JAL is Japan's leading airline and launched the JMB World Marketplace to inspire and fulfil the rewards needs of their members.
- Customer Experience is the key to a successful shopping trip and leveraging insights across the journey is vital for delivering satisfaction.
- Loylogic data insights showed that valuable customer segments were exiting the shop after unsuccessfully finding what they were looking for.

Let our experts guide you in detail. Drop us mail at [info@loylogic.com](mailto:info@loylogic.com).



## Solutions

- A thorough analysis of segmented search data and category conversion data highlighted the new opportunity products.
- Using expected conversion rates and product margin data the incremental uplift was estimated on a monthly and annual basis.
- Sourcing managers leveraged their supplier network to expand specific product ranges and introduce new seasonal lines at key points in the year.
- Marketing managers launched the new ranges to key segments in CRM and digital banners on the JMB World Marketplace e-commerce site.



## Results

- **More revenue:** Fine Foods category introduced and is now a top 3 category by revenue.
- **Higher engagement:**
  - a. New Year Celebration seasonal ranges delight customers.
  - b. Expanded Golf section with premium products for Elite segment.
  - c. New partnerships with category heroes in apparel and electronics.