What's Next in Sales & Marketing

MICHAEL KLEIN
DIRECTOR, INDUSTRY STRATEGY & MARKETING - RETAIL, TRAVEL & CPG
@ADOBETRAVEL

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Opportunity to learn from Air and Hotel with steeper Digital Trajectories

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Mobile Has Won In Travel

"$1.3B in sales on our mobile sites and mobile app. 50% to 60% growth again this year."

Marriott HOTELS · RESORTS · SUITES

INFLECTION POINT

DEC/2015

52% TRAVEL INTERACTIONS NOW TAKING PLACE ON MOBILE

-Adobe Digital Insights, '16

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38% are interested in Conversational Commerce in Travel/Hotel

Recommendations That US Internet Users Would Like To Receive From Chatbots, Nov 2016

% of responders

DigitasLBi conducted by The Harris Poll as cited in press release, Dec 12, 2016

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AI will streamline travel planning

"Alexa, ask KAYAK…"

…to track a flight.

…where I can go for $400

…to search hotels in Cancun.

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Chat through messaging enables frictionless commerce

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VR to open up consideration

Virtual Reality Activities that Interest US Internet Users, Aug 2016

% of respondents

Source: YuMe, "Immersive Technologies: The New Emerging Platform & Opportunities for Brands" Jan 9, 2017

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VR experiences are mostly top-funnel…

AR experiences are mostly middle and bottom funnel

Marriott was an early pioneer in VR, with its Teleporter VR tour in 8 cities in 2014

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Transformation of Loyalty Relationships

Airbnb Forms Loyalty Partnership with Delta Airlines

Source: Skift 2016

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