

# How a Leading Travel Platform Drove Lifecycle Revenue at Scale Through Behavior-Based CRM Automation

- Omnichannel Engagement
- Marketing Automation Chains
- CRM Automation
- CDP & Segmentation



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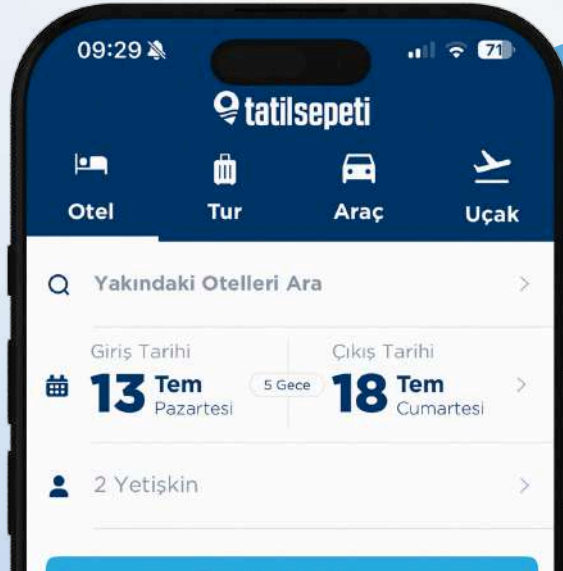
## Case Study

### Giriş

*“Tatilsepeti transformed its CRM execution from campaign-driven communications into a continuously operating personalization engine by activating real-time, behavior-based automation with PersonaClick.”*

**Tatilsepeti** is one of Turkey’s largest online travel platforms, operating in a category where customer journeys are long, fragmented, and highly dependent on timing. Users search destinations, compare prices, abandon bookings, and return when the conditions feel right. In this environment, traffic alone does not guarantee growth. What matters is the ability to recognize intent and act on it precisely. As **Tatilsepeti**’s digital scale grew, so did the complexity of its CRM operations. Millions of users, hundreds of thousands of daily interactions, and strong seasonal demand required a system that could move beyond static campaigns and transform behavioral signals into revenue-generating actions.

**PersonaClick** was introduced to build a unified lifecycle personalization layer, connecting data, automation, and communication into a single, measurable growth engine across email and web push channels.



## Case Study

### — PersonaClick Scope & Activation —

*“PersonaClick was activated as **Tatilsepeti**’s central CRM and automation platform, covering both large-scale bulk communication and real-time communication chains...”*

At scale, **Tatilsepeti** operated an extensive campaign ecosystem through **PersonaClick**. Over the observed period, more than 15.3 million bulk emails were sent, reaching users across seasonal campaigns, destination-focused promotions, and time-sensitive offers. These campaigns were supported by 350+ web push and 650+ email campaign executions, managed entirely through **PersonaClick**’s interface. SMS was intentionally excluded, with the strategy focused on email and web push as primary engagement channels.

Beyond bulk activity, the core revenue driver was communication chains, where user behavior automatically triggered personalized journeys. Scenarios such as abandoned cart, viewed but not purchased, and new membership onboarding were activated in real time, without manual intervention. Each journey responded directly to user actions such as search behavior, booking attempts, or inactivity windows.

Underlying all execution was **PersonaClick**’s CDP, which unified millions of customer profiles into a single behavioral view. Signals including searches, cart events, booking attempts, and historical value enabled precise segmentation, exit-risk detection, and intent prioritization. All journeys and campaigns were created, launched, and optimized by **Tatilsepeti**’s CRM team using **PersonaClick**’s no-code structure.

# Case Study

## — Key Results & Highlights —

### *Behavior-Triggered Communication Chains*

The strongest commercial impact came from behavior-triggered communication chains, where timing and relevance directly influenced booking decisions. Abandoned cart journeys reached tens of thousands of high-intent users per scenario. For example, destination-specific cart abandonment flows alone generated hundreds of purchases and contributed multi-million-lira revenue, with revenue per engaged user reaching several hundred lira.

### *New Membership & Onboarding Journeys*

New membership journeys also emerged as a significant revenue contributor. Automated onboarding flows reached thousands of newly registered users, converting early engagement into bookings with high average order values, often exceeding **₺50,000 per purchase** in travel packages.

*Early engagement was successfully converted into high-value bookings.*

### *Bulk Email Campaigns at Scale*

Bulk email campaigns demonstrated the power of scale when paired with segmentation. Across the campaign period, **15.3 million emails** achieved an **8.8% open rate** and generated **tens of thousands of clicks**. Selected campaigns delivered six-figure and even seven-figure revenue contributions, including seasonal and destination-based promotions such as early reservation and holiday travel periods.

### *Closed-Loop CRM Impact*

Together, bulk campaigns and communication chains formed a closed-loop CRM model, where user behavior continuously fed personalization logic, and each interaction increased the probability of conversion and repeat booking.

*User behavior became a continuous input for personalization and revenue growth.*

*Taken together, these results clearly demonstrate how **Tatilsepeti** transformed personalization into a measurable and scalable revenue engine.*

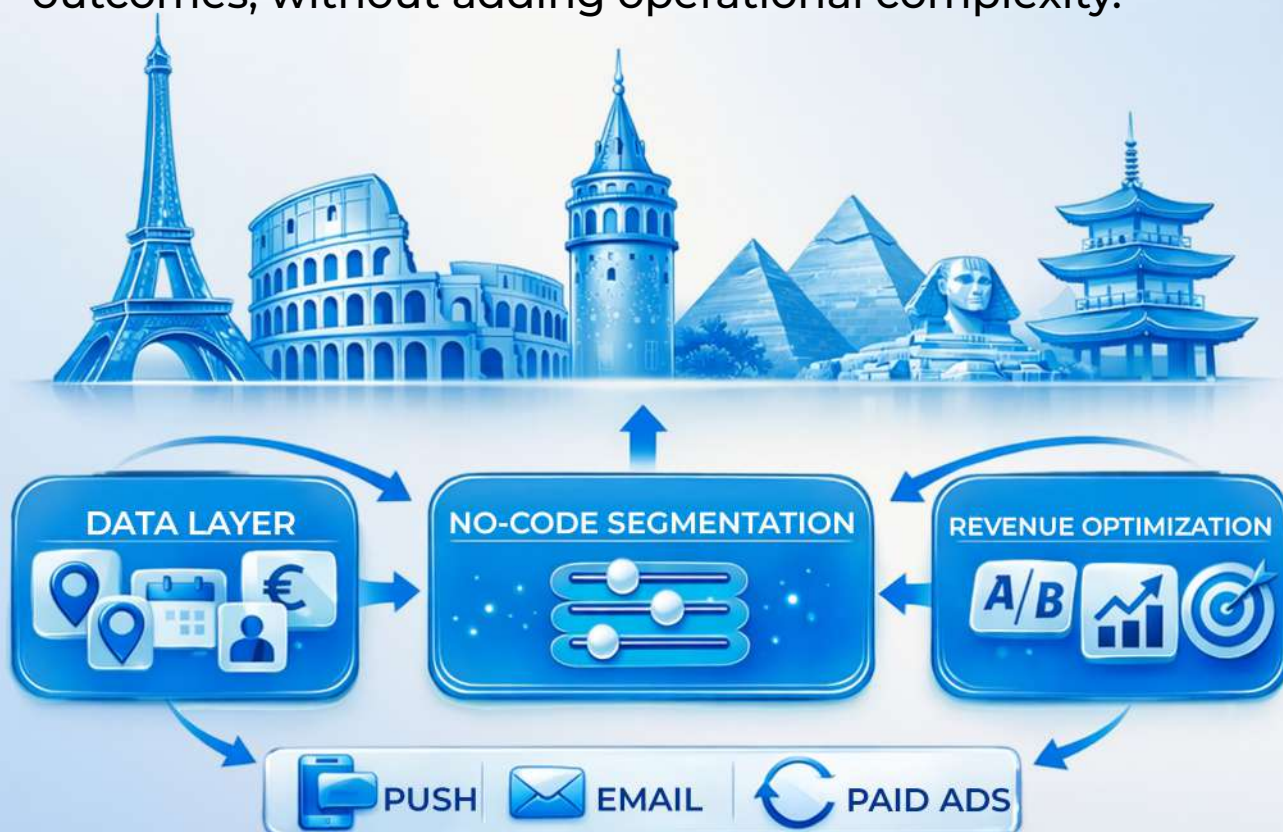
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### — Industry Context & Execution —

Travel is a category where intent fluctuates rapidly. Users rarely abandon bookings because of lack of interest, but because they are waiting for the right moment. Traditional, calendar-driven CRM campaigns struggle to capture this nuance.

**Tatilsepeti's** shift reflects a broader transformation in travel marketing, moving from campaign-centric execution to journey-based orchestration. Instead of asking which campaign to send next, the team now operates around real-time intent signals.

**PersonaClick** enabled this transformation by making behavioral data actionable at scale. As a result, **Tatilsepeti** increased CRM efficiency, reduced manual workload, and aligned personalization efforts directly with revenue outcomes, without adding operational complexity.

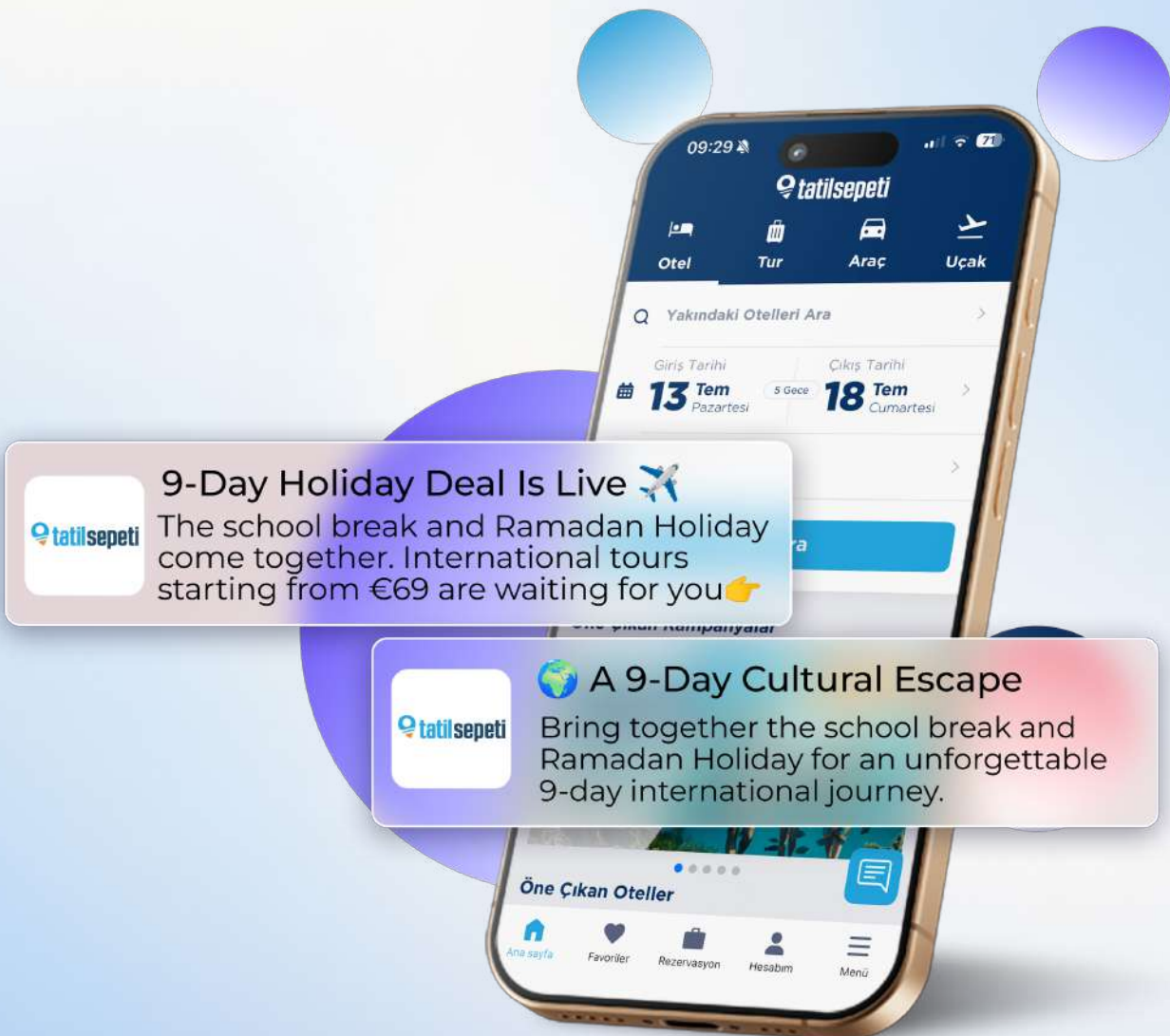


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### Future Plans

Building on its lifecycle-driven success, **Tatilsepeti** plans to further deepen its personalization strategy. The next phase includes optimizing high-performing communication chains, expanding A/B testing across lifecycle journeys, and refining segmentation for repeat and high-value travelers.

The long-term goal is to continue increasing revenue per user by improving how intent is detected, prioritized, and activated across the travel journey.



## Case Study

### — Closing Notes —

In travel, relevance is as much about timing as it is about content. **PersonaClick** allowed us to respond to user intent instantly and turn consideration into measurable revenue.

CRM and Digital Marketing  
Leadership Team, **tatilsepeti**

**Tatilsepeti** demonstrates how lifecycle automation can outperform traditional CRM execution in high-consideration industries. When behavioral data is activated in real time, personalization becomes a measurable revenue engine.

CEO **PersonaClick**  
**Gürhan Işık**

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