

INFOTRUST BUILDS DATA GATHERING AND PROCESSING SOLUTION FOR DELTA PRIVATE JETS

Soaring Higher with an Integrated, Data-Driven Marketing Strategy



THE CLIENT

Delta Private Jets is the only private jet provider wholly-owned by a major United States airline. The company is in its 35th year of business and offers worldwide service on its fleet of approximately 70 private jets.

⚠ THE PROBLEM

The Delta Private Jets team needed a way to bring together and view data from their client database and external marketing platforms, such as Google Ads and Bing. The team wanted to analyze the ROI of their marketing efforts at both the platform and product levels in order to make better business decisions. More specifically, they wanted to determine whether or not their advertising investments for specific products were leading to purchases of those particular products.

Delta Private Jets' team did not have the personnel resources to devote to building a process/solution to achieve this level of data granularity while still focusing on their daily responsibilities. So, the team turned to the digital analytics experts at InfoTrust to build this process for them.

"The InfoTrust team took the time to understand the unique needs of our industry and business. By doing so, they were able to create a custom dashboard that **exceeded our expectations and will have an immediate impact on our major marketing decisions.**"

- Matthew Kahn
Director of Corporate Strategy and Innovation



- Impressions across all advertising platforms
- Percentage of impressions that resulted in clicks
- Percentage of impressions and clicks that visited the website and submitted a “Contact Us” form
- Percentage of impressions and clicks that ultimately led to a sale

In addition, the dashboard is organized to suit multiple audiences. At a top level, one can see high-level metrics such as ROI and costs. It also allows the team to drill down and look at particular campaigns and gain insights on which campaigns to focus on moving forward and how to further optimize ad campaigns. **The ultimate impact of this dashboard is that the Delta Private Jets team now has a single, unified view of the data from their multiple platforms. Getting the right data to the right people enables Delta Private Jets to uncover the insights they need to continuously improve their data-driven marketing strategy.**



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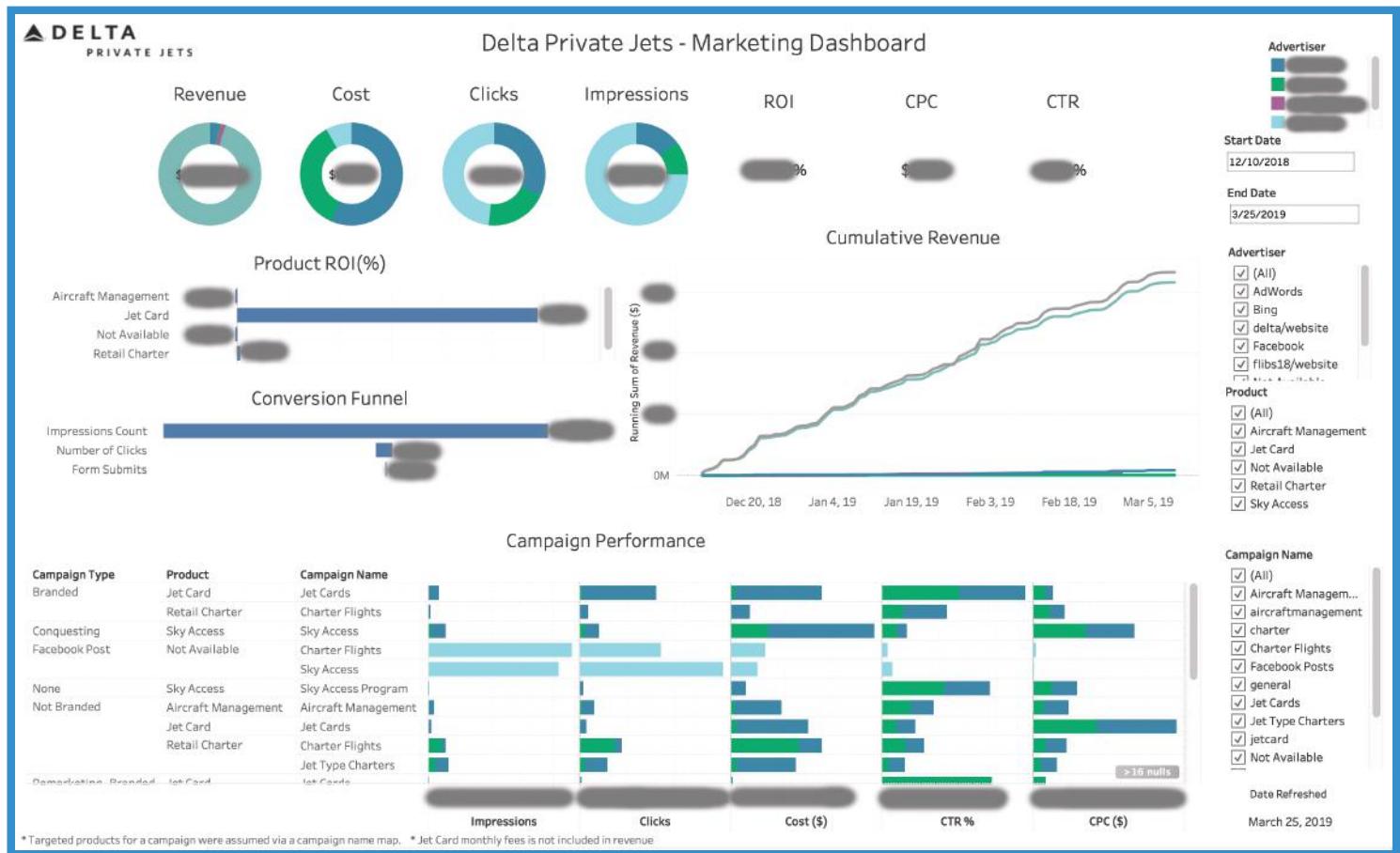
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InfoTrust

THE SOLUTION

The InfoTrust team built a process that programmatically queries data from the client's customer database and several advertising platforms. The data are integrated and written to a server that is connected to the data visualization platform, Tableau. The output of this process is a marketing dashboard that reports revenue, advertising metrics such as impressions, clicks, and cost, and most importantly, the ROI of the different marketing campaigns by ad platform or specific product. The entire process runs automatically to provide up-to-date metrics on a daily basis.



TEAMWORK

The InfoTrust Team visits with the global travel leader to celebrate the completed dashboard and tour their corporate headquarters.

