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ParkSleepFly.com
Reservation Data Analysis / Customer Market Definition

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Introduction

Getting to the airport on time and finding reasonably priced safe and secure airport parking is one of today's toughest travel challenges. Parksleefly.com (PSF) is a service that allows users to simplify the process of getting to the airport relaxed and on time for check-in. Their system allows users to find a reasonably priced hotel near their departure airport where they may stay the night, park their car for the duration of their trip, and allow the hotel to get them to the airport and back again. Literally, a Park – Sleep – Fly !

Problem Statement

PSF was interested in determining the ideal customer base for their service based on trends observed within their reservation database. Of particular interest was defining unique customer 'classes' that utilize their service in certain ways that could be then extended into a direct marketing plan.

Triple Helix Chosen

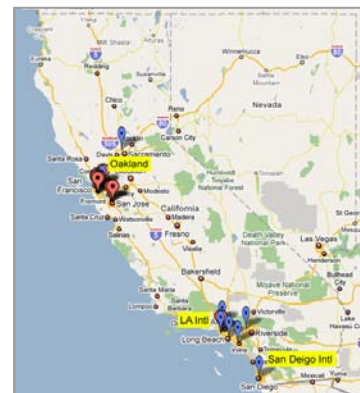
Triple Helix Corporation (3XC) was selected to conduct an analysis of the reservation data using their EXACT™ process due to their ability to create a precise picture of the data relationships, and hence, a precise description of the types of customers that use PSF's service.

Solution & Results

A detailed analysis of the reservation data revealed many interesting insights. From this, the following discoveries were made :

Discovery 1: Only 16 Primary Markets Exist !

The target market for PSF's service is the entire continental United States and Canada, but it was discovered that their actual customer base is made up of only 16 markets as defined by the regional airports where customers take their flights. **Thus, traditional marketing methods that target customers by their home address are INEFFECTIVE.**



Example: California Market
(Defined by Primary Airports)

Based on this, 3XC's recommendation for PSF was to discontinue direct mail advertising and focus their efforts on direct airport advertising : area billboards, airport magazines, and in-airport signage. This recommendation resulted in a *significant* cost savings to PSF's marketing program

Discovery 2: Seasonality Trends !

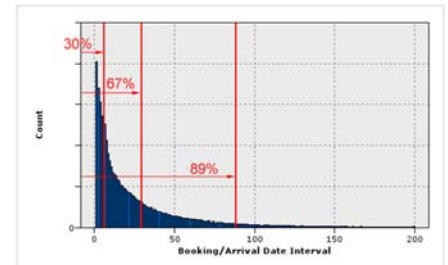
A detailed analysis of the annual booking trends by market revealed that most of PSF's customers tend to use their service in three distinct peak times during the year :

Winter/Holiday Season (Dec-Jan)

Easter Season (Apr)

Early Summer Season (Jun-Jul)

Furthermore, almost 90% of customers make their trip within 3 months of booking a reservation. **This information allowed 3XC to give PSF more precise recommendations on when to advertise in each individual market (i.e. city/airport).**



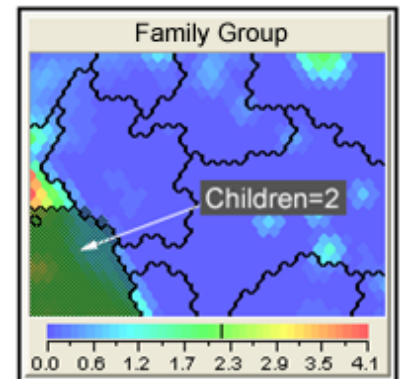
(Appx. 90% of Customers Travel within 90 Days of their Reservation)

Discovery 3: Customer Group Definitions !

3XC employed the EXACT™ process to define the ideal target demographics for PSF's service. The following customer groups were revealed :

1. Family Group (Adults travelling with Children)
2. Large Group (i.e. Tour Groups or Conferences)
3. Cruise Group (Customers going to Cruise Destinations)
4. High Yield Profits

Each group had its own unique characteristics based on primary market, number of adults / children, seasonality (i.e. time of year), advance booking times, length of stay, and overall profitability.



Example: EXACT™ Network Output - Family Group

With this information, 3XC was able to create unique marketing recommendations for each customer group. This information was used for PSF's marketing plan so that they could create precisely targeted ads for each group, target market (i.e. airport/city), time of year, and length of stay (e.g. to create 'package' deals)

Conclusion / Customer Feedback

The entire analysis for this customer was completed within 60 days and delivered within sufficient time to allow PSF to implement a new marketing plan for the 2008 holiday season.

The EXACT™ process was instrumental in providing a comprehensive overview of PSF's customer data, thus defining unique customer groups that respond to their service. Consequently, very precise marketing plans were targeted to these specific customers.