

# Echolution & ForwardKeys partner for targeted profiling

Travel retail digital marketing start-up Echolution has partnered with flights data analytics company ForwardKeys to combine targeted demographic profiling with traveler bookings data.

ForwardKeys, founded in 2010, has pioneered the way for tourism organisations, hotels, and retailers to understand who is traveling where, when, and for how long, providing real-time actionable data.

Since 2018, Echolution has become known as a travel retail programmatic specialist, working with luxury brands, duty free retailers, suppliers and media agencies to provide targeted, demographic deep-dive analytics.



Echolution Partner Eamonn Leacy says partnerships such as this offer a continuously updated view of traveler behaviours

In addition to Echolution's new partnership with ForwardKeys, the company has partnered with existing travel data providers including Booking.com, Expedia, airlines and airports.

The introduction of a new end-to-end traveler journey approach allows Echolution to layer consumer data insights across spending patterns, wealth management, loyalty programmes and travel booking behaviour, to provide highly personalized marketing solutions for clients in the travel retail sector.

"ForwardKeys' passenger traffic and flight bookings data enhances our view of the travel industry's

route to recovery and helps our clients plan ahead with a range of demographic insights at their fingertips. With the support of new partners such as ForwardKeys, we are able to have a continuously updated view of traveler behaviours,” says Echolution Partner Eamonn Leacy.

“We are looking forward to showing travel retailers, brands and the retail sector that the only way forward, past this upset created by the pandemic, is having more of a scientific approach to media buying, business planning and airport placements. By teaming up with Echolution, we are making data more sticky and tangible, not just a loose idea,” says Gordon Clark, VP of Business Development for Travel Retail, ForwardKeys.

“Pre-pandemic there were many global nationalities that brands targeted in their travel retail marketing strategies, however the landscape is very different now. As we emerge from the pandemic, there is pent-up demand for travel, but pockets of recovery are diverse with changeable booking patterns and multiple travel restrictions in place. As the travel retail industry looks to focus on recovery strategy, we believe our partnership with ForwardKeys will allow brands to adopt a conservative approach — they can plan for where travelers are returning and evolve alongside new rules and attitudes to traveling. This partnership not only gives brands visibility on which key nationalities are traveling to and from, but the ability to be very focused on their demographic profiling efforts in conjunction with Echolution’s data partners,” explains Leacy.

“With a background in leveraging transaction data insights for travel retail brands, Echolution has carved out a niche expertise in programmatic strategy, delivering highly targeted digital advertising campaigns.

“With credible data providers and globally known media partners we are confident we can deliver the right solution for clients to build data-rich, transparent and streamlined digital marketing strategy. We are able to improve clients’ advertising performance and ROI in today’s competitive retail marketing landscape.”