

# Auckland Airport's new website boosts online traffic

Auckland Airport is one of New Zealand's most important infrastructure assets and contributes around \$14 billion to the economy. More than 14 million travellers pass through the terminals annually and of all international visitors to the country, 74 percent arrive or depart through Auckland.

## Challenge

The airport wanted to promote itself as a shopping destination and leverage its 400,000-plus monthly website hits by driving traffic to retail partners.

## Solution

Since designing the airport's international award-winning website in 2008, Datacom has become a highly valued partner.

In 2013, in conjunction with a design agency, Datacom redesigned the retail section of the website. A centralised CRM system was implemented to capture user details while building a single view of the customer. An extranet was created to facilitate communication between the airport and its retail partners. In 2014, the new retail site won Australia/New Zealand Sitecore Site of the Year in the Business Transformation category.

A powerful vision and a personalisation strategy that aligned 100 percent with key business outcomes has enabled Auckland Airport to comprehensively enter the world of Customer Engagement Management.

## Result

- 400% traffic increase to retail partners
- 84% increase in content consumption on the retail section, giving invaluable insights into product and brand popularity
- Bounce rate reduced by 13%
- Since inception, more than 24,500 visitors have clicked on a link to a retailer's website
- 9000 have used 'click to call' and 'click to email' from a product page

## Technologies delivered

- Sitecore Customer Engagement Platform and Analytics
- Rules-based Personalisation
- Campaign Management
- Email Campaign Manager
- MS Dynamics CRM Connector
- Engagement Automation

## Partnership

While Datacom has worked primarily with the airport marketing team for the traveller and corporate website, it also worked with business owners to deliver targeted sites and services. On all the projects the Airport Online Manager and business owners worked in close collaboration with Datacom to ensure seamless delivery.

The rapidly changing environment required Datacom to be nimble and responsive as the projects progressed while still delivering engaging, robust sites that integrate with many systems and services that power the platform.

**"The new website has enabled us to showcase the retailer offering in a much more engaging and enticing way. Importantly, it is also driving active leads to our retailers and they are seeing the real value of digital."**

Ajay Dutta – **Online Manager Auckland Airport**