

WeRoad

Automation & Growth

The Advanced Email & CRM Marketing Conference

Meet the team



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What is WeRoad?

What is WeRoad?

Community, exploration, connections

WeRoad is a way to make real connections:
traveling and living a life changing experience

What is WeRoad?

Community, exploration, connections

- From €10 to €100 million in just 3 years
- 4,000 travel coordinators
- 300,000 travelers
- 1,000 itineraries
- 3.5 million followers
- 1 App for events and adventures



Your Reason Why



A Step-by-Step Evolution

Chapter #1 – Main Challenges

Building CRM & Automations in WeRoad

1. Consistent tone of voice
2. Being relevant to our target audience
3. Staying friendly, ironic and smart for an highly planned purchase

Chapter #2 – Where we started

Where we started

Operations going from 0 to 1

SURVIVAL MODE: ON

1. New users conversion campaigns
2. Customers engagement and reactivation campaigns
3. Promotions and one-time offers
4. Prescriptive segmentation (RFM and similar)

Chapter #3 – Automation at scale

Automations at scale

Comms don't scale manually, forget about personalization



while going x2 YoY

Automations at scale

Comms don't scale manually, forget about personalization



while going **x2 YoY**

We needed focus and a way to automate the main initiatives that could bring 80% of the results

Chapter #4 – Building for Growth

Where we started

Scaling impact of CRM on total booking value from 6% to 13%

A

Journey building

Look to book **prospect conversion** for any entry point
Customer engagement pre- and post-conversion
Customer retention and **churn prevention**

B

In-depth segmentation

User behaviour on website
RFM + CLV
Previous trips clustering by price, distance, mood,
category and booking window

C

Personalization algorithms

Geo region
Product category and trip duration
Price point

What's next?

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Current challenges – Why are we changing our CRM stack

+105% YoY in registered users:

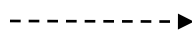
- *Web meaningful actions*
- *App downloads*

What's next?

Current challenges – Why are we changing our CRM stack

+105% YoY in registered users:

- *Web meaningful actions*
- *App downloads*



1. Omnichannel orchestration for CRM and Pfm Mktg
2. Real-time activation and personalization
3. Custom models for recommendations

Chapter #5 – Putting Data to Work

Segmenting with Machine Learning

Customer Segmentation

How we did it

- Unsupervised ML (K-Means, DBSCAN, HDBSCAN...)
- Chose **K-Means** → stable, fast, meaningful segments

Challenges

- Selecting final segments: avoid over/under-segmentation (too generic or redundant groups)
- Manual analysis and evaluation of segment quality

Model today

- Two models assign two segments per user
- **RFM Segments:** based on RFM metrics + booking habits
- **Mood Segments:** based on trip type + distance from departure country

Next steps

- Add website activity (wishlists, notify me, view group info, carts, etc.)

Personalization at scale

Personalization: What We're Implementing

"Recommended For You":

- Offers **personalized product suggestions** based on a user's history and **contextual factors** (such as what they are **browsing** in their current session, as well as **seasonal/holiday** considerations)
- We'll implement it on our **home** and **category pages** to enhance browsing experience

"Others You May Like":

- Recommends products based on a **user's past shopping and viewing history**
- predicts the **next likely engagement** or purchase
- tailored to a specific **product's relevance**

Personalization: How It's Relevant to CRM

- **Personalized Follow-ups:** Use recommendation models to drive **targeted follow-up emails/notifications** based on user preferences (e.g., suggesting similar trips after browsing specific destinations).
- **Segmented Campaigns:** Leverage personalized recommendations for **email marketing** and **retargeting** campaigns, increasing engagement and conversion through tailored offers.
- **Abandoned Cart Recovery:** Use "**Others you may like**" and "**Recommended for You**" to trigger recovery emails for users who viewed trips but didn't book, with personalized incentives.
- **Contextual Interactions:** Integrate **real-time recommendations** into CRM workflows to ensure timely, relevant content is sent to users based on current behavior and preferences.

Questions?

Thank You!