

WeRoad

Automation & Growth

The Advanced Email & CRM Marketing Conference

Meet the team



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What is WeRoad?

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Community, exploration, connections

WeRoad is a travel tech company on a mission
to bring people together in real life.

What is WeRoad?

Community, exploration, connections

- 130M revenues in 2025 , a +30% increase year-over-year
- \$110M total investments raised
- 128 countries with at least one itinerary
- 4,000+ travel coordinators
- 300,000+ travelers
- 3.5 million followers
- 150,000 WeMeet app downloads & 50,000 attendees

A photograph taken from the perspective of someone looking out of an airplane window. The left side of the frame shows the white, curved surface of the airplane's wing. Below the wing, a thick layer of white clouds stretches across the horizon. In the upper right portion of the sky, a bright sun is visible, creating a warm, golden glow. The sky transitions from a pale blue at the top to a hazy orange near the horizon.

the spaces in between

Chapter #1 – Main challenges

Main challenges

Top priorities for CRM in 2026 and beyond

01

Personalisation at scale

From segments to one-to-one without growing the team. Models choose the content and serve it in real time, while agents and MCP connectors take over the operational work.

REAL-TIME DATA LAYER · MODEL-DRIVEN CONTENT · AGENTS & MCP

02

Omnichannel orchestration

Email, WhatsApp, SMS, push, in-app and outbound sales decided on one layer, with localisation built-in rather than duplicated.

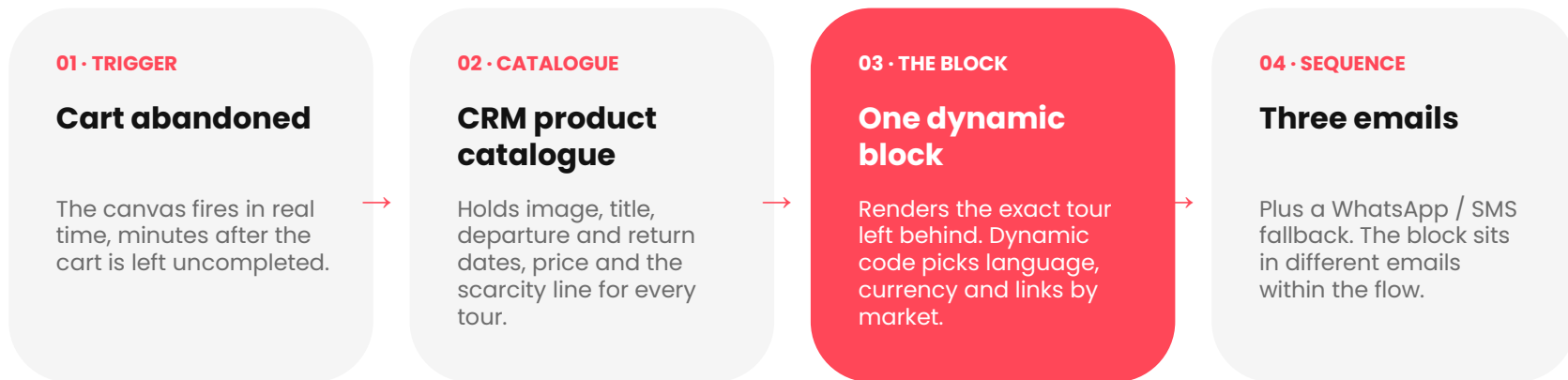
ONE DECISION LAYER · FIVE MARKETS LOCALISATION BUILT-IN

THE SHIFT

The team stops writing messages and starts designing the system that writes them. Our leverage becomes data quality, orchestration logic and experiment design, on multiple markets at a time.

Chapter #2 – Experiments

Dynamic email content blocks: leveraging FOMO



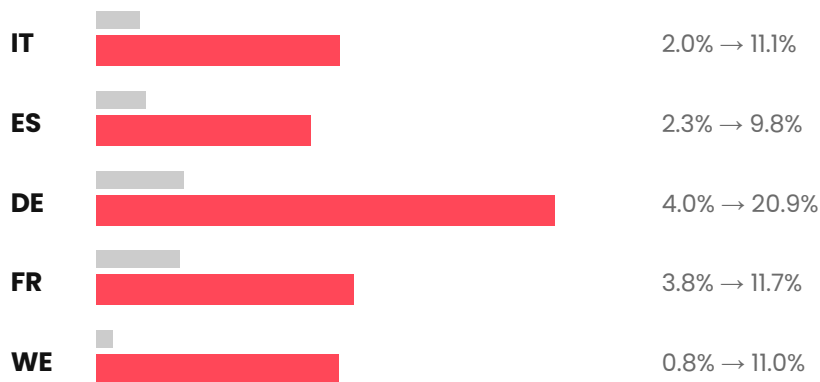
One block, five markets, zero manual copy. Editing it once changes every abandoned cart email at the same time.

What the FOMO block did to engagement

11.8%

email click rate per user

up from 2.3% before



Grey = before the test, coral = after. Email click rate per unique user.

11k users test, Apr-Jul 2026

Product recommendation in CRM

88 automation steps call for a personalized product recommendation (R4U) in WeRoad's CRM

A • WITH R4U

Personalised block

The email calls the recommendation API at open time and renders six trips built from that visitor's own behaviour on the site.

B • FALLBACK

Static top destinations

The block falls back to a fixed top-six destination grid per market.

Same subject line, same send, same audience pool. The only difference is what the block renders, which is what makes the comparison on the next slide possible.

Personalized recommendations lift aggregated conversion

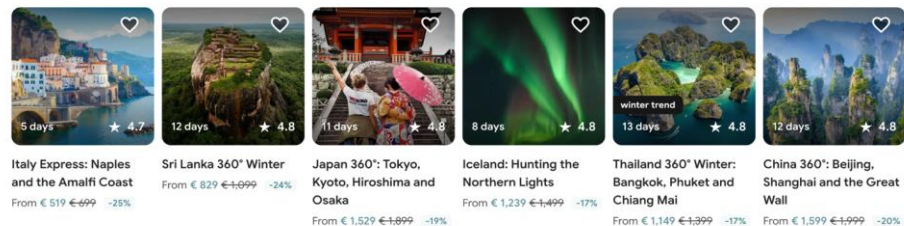
METRIC	FALLBACK	WITH R4U	CHANGE
Booking rate	1.27%	1.95%	+54%
Click rate	2.23%	3.03%	+36%
Click-to-open rate	6.66%	7.98%	+20%

Swapping the static **destination grid** for the **personalised block** moves the **booking rate** from 1.27% to 1.95%, a **54% relative lift** across 30k+ emails and 88 automation steps. Test run in Jul-Sep 2026.

Chapter #3 – Putting Data to Work

“Recommended for you”: Machine Learning algorithm on Homepage

Recommended for you



INPUTS

- Our **trip catalogue** (price, dates, destination, tags)
- **website events** of each visitor (page views, clicks, carts, bookings)

THE MODEL

We used a ML model from a third-party provider that **retrieves the closest trips for each visitor** and ranks them. Retrained on new events, re-tuned quarterly.

OUTPUT

A **ranked list of trips per visitor**, served **in real time** and reacting to what the visitor has done in the current web session. We picked the top 6 to show on the Homepage.

WHAT WE CONTROL

The optimisation **objective** — clicks, conversion rate or revenue per session — which changes what the model is trained **to maximise**.

Everything else is the provider's black box, so our leverage is data quality, the objective and the experiment design.

Recommended thumbnails won in every market

A/B TEST

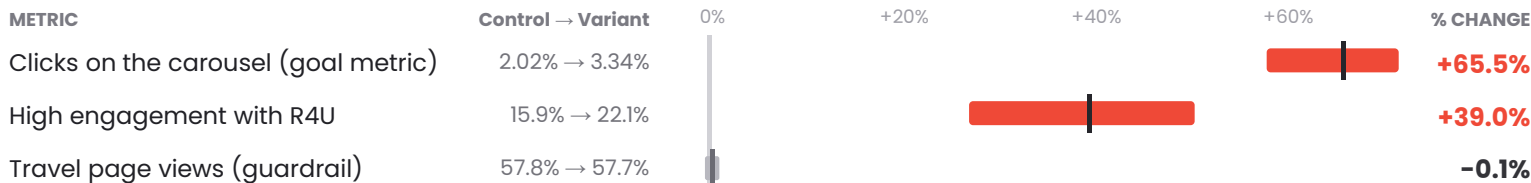
50/50 split on device · first-exposure attribution
24 Mar – 5 May 2026 · 354,998 users

A · CONTROL

Best sellers — a deterministic ranking on a few KPIs weighted by business importance. The same list for every visitor.

B · VARIANT

Machine Learning recommendations — a list built per visitor from their own recent behaviour on the site.



Bars show the 95% confidence interval, the tick marks the observed change. Coral = significant lift, light grey = not significant.

Next steps: Probability to Convert in outbound calls/emails

PRIMARY

Uplift score

A per-user score for **how much a call raises the probability to book**. Call the users where the uplift is highest.

BACKUP

Organic flag

A flag marking the users **likely to book anyway** (organic), so calls aren't spent on bookings that were already coming.

Deliverable: A daily ranked list for the sales team.

Uplift score → who to call to add a booking.

Organic flag → who to skip, they'd book anyway.

Questions?

Thank You!