

Transat gains 360-degree view of customers for targeted marketing with Google Cloud

Overview

Transat A.T. is a leading integrated international tourism company specializing in leisure travel. It offers vacation packages, hotel stays, and air travel under the Transat and Air Transat brands to some 60 destinations in more than 25 countries in the Americas and Europe. Transat is firmly committed to sustainable tourism development, as reflected in its multiple corporate responsibility initiatives over the past 12 years, and has been awarded [Travelife certification](#) since 2018. The Montreal-based company has 4,600 employees.

Transat is also a vertically integrated company. In other words, it procures tourism services not only from thousands of suppliers but also in large measure from its own business units, all of which are involved in the travel industry. Similarly, it markets its products through third parties via its own distribution network.

The challenge

Transat's marketing team needed a more thorough understanding of its customer data to accurately and efficiently target its campaign efforts. They were able to pull limited data from Google Analytics 360, Google Ads, and Google Campaign Manager, but lacked the robust data sets they needed.

Though Transat's internal IT security team had no Google Cloud expertise, they knew the platform required proper configuration; the marketing team was using unmanaged identities and projects outside of the Google Cloud organization, which meant their campaign efforts were limited. Sampling data was also a slow process, taking one to two hours—sometimes up to a day.

Integration between Google Cloud and Transat's existing infrastructure also posed a challenge, potentially larger than the IT team could coordinate.

Technologies

- Google BigQuery
- Google Cloud Composer
- Google Cloud Storage
- Cloud Functions
- Cloud SQL
- Google Cloud Build
- Dataflow
- DataProc

The solution

Since the marketing team was already using tools and services from Google, building a data platform on Google Cloud was a natural fit. [Google BigQuery](#)—a fully managed, serverless data warehouse— would allow marketing to gain a 360-degree view of customer data for analysis. Doing this meant Transat would also need to sync configuration between their [Microsoft Azure Active Directory](#) and Google user accounts to better manage non-corporate identities.

Transat's Google account manager recommended Pythian as a partner based on Pythian's services work and expertise in [Google Cloud](#) infrastructure, security, and analytics.

In the Spring of 2022, Pythian completed a small-scope proof of concept (POC) for Transat that proved replicating data from their Microsoft SQL Server to Google BigQuery was achievable. During the POC, approximately 10 percent of their total data landscape was replicated successfully to BigQuery using a simple data ingestion pipeline.

In the summer of 2022, Transat extended this POC to a production-grade e-marketing and e-commerce solution. In parallel, Pythian reviewed Transat's Google Cloud environment to ensure it was secure and scalable before extending its use to a data warehouse workload.

Pythian installed and configured [Enterprise Data Platform \(EDP\) QuickStart for Google Cloud](#) to integrate, clean, and organize Transat's data into Google BigQuery and make datasets available for analysis quickly.

Pythian also built a pipeline using Google Cloud Build to manage organizational policies, folder structure, audit log configuration, and access at the organization and folder level.

To ensure the infrastructure worked well for Transat, Pythian led design sessions on future iterations of the Google Cloud environment, incorporating input from the customer's subject matter experts and documenting changes.

“What used to take us hours now takes about 30 seconds. We can also replicate what Pythian did to help us leverage our data and build more sophisticated models.”

**– Jeannot Aneas, Manager,
Marketing Data Analytics, Transat**

Results

Transat's use of Pythian's EDP QuickStart for Google Cloud allowed for the integration of data from different sources, showing quick value and allowing them to further expand and scale into a full EDP without data loss or slowdown.

- As a result of having a unified, central data repository, Transat's marketing team is benefiting from **highly accurate targeting and marketing campaigns**, increasing efficiency and reducing costs.
- BigQuery is now up-to-date, providing a **360-degree view of customer data for targeted campaigns**. The marketing team can **scale the solution as needed** and target the right customer at the right time.
- Pythian implemented agreed-upon changes to the identity sync and federation configuration between Azure Active Directory and Google user accounts, **resulting in identity management remediation**.
- Pythian replaced the IAM with corporate-managed identities on up to 20 Google Cloud projects, **providing access management remediation**. By moving non-organization projects into Google Cloud, **Pythian was also able to provide project centralization**.

"We're now able to integrate data from different sources and centralize it in BigQuery to gain a 360-degree view of our customers. It's helping our IT team better serve Transat's marketing team—and that's been a big win for us."

– Aura Lucia Perez,
Director, Solution, Transat

Want to see similar results for your company?

[Get in touch](#) with a Pythian Google Cloud expert to see how our team can help.

About Pythian

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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