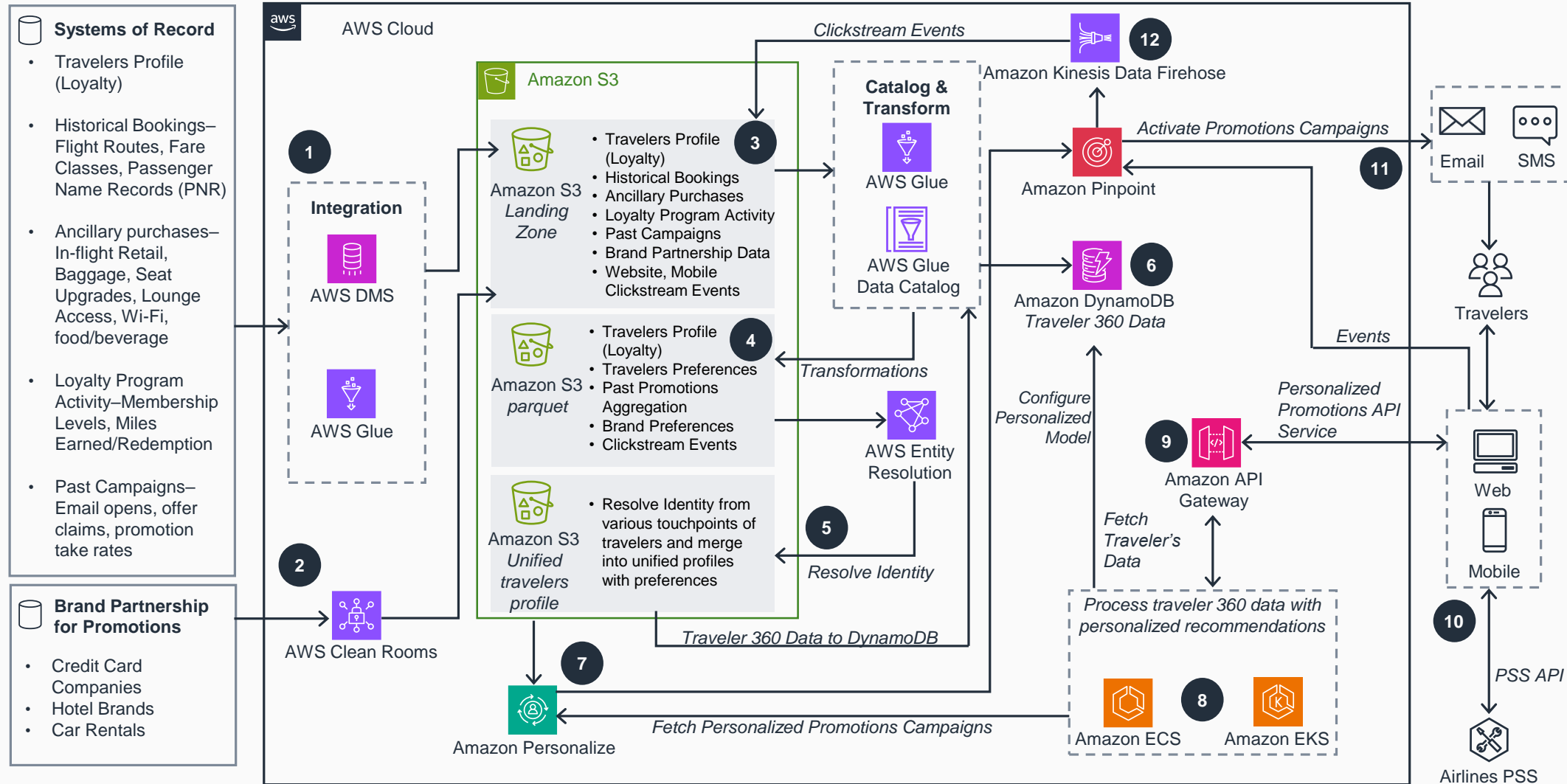




# Guidance for Driving Airline Loyalty Through Personalized Promotions on AWS

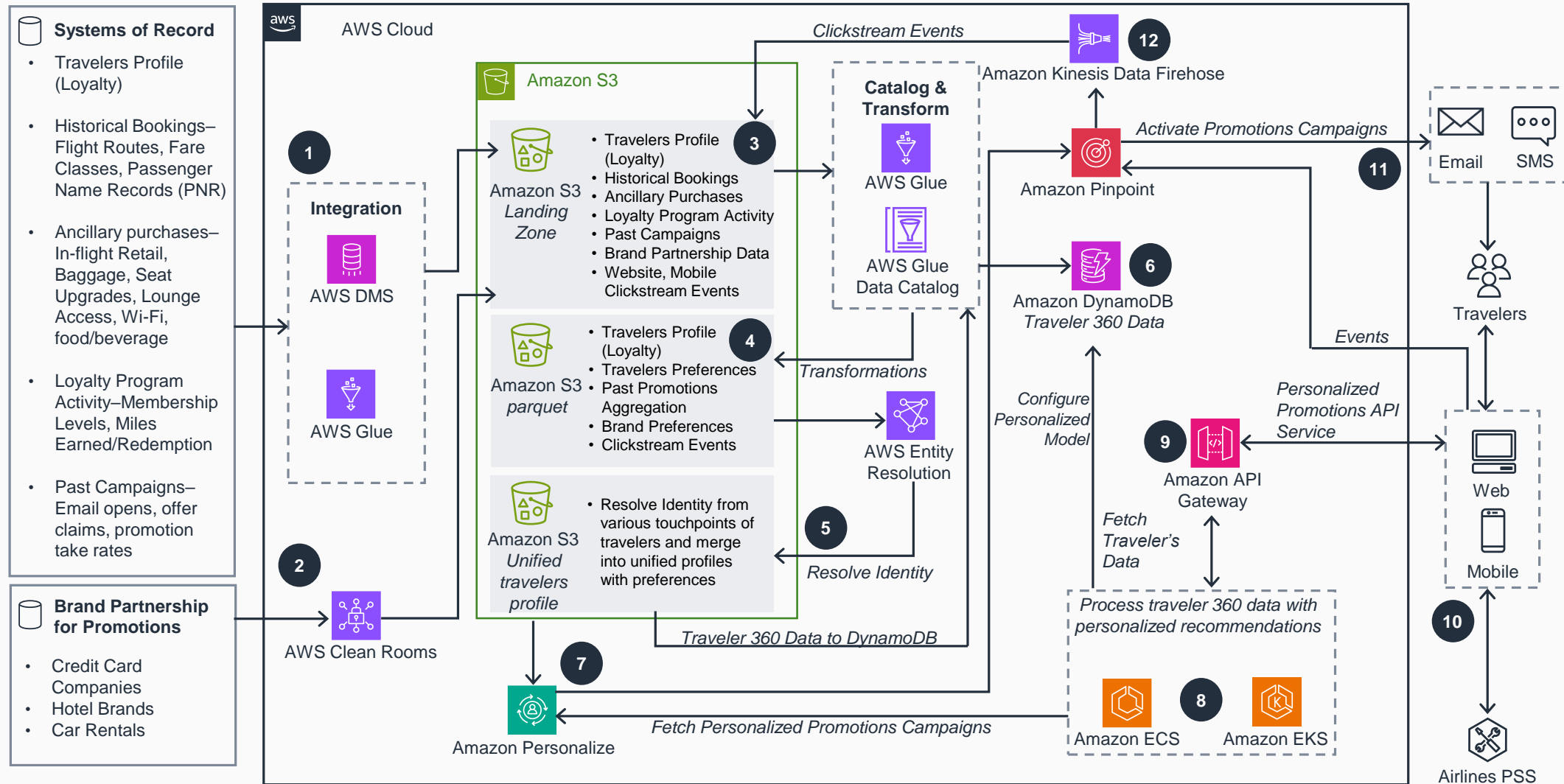
This slide details steps 5-8.



- 5 Use **AWS Entity Resolution** to resolve traveler identities across all data points and interactions and merge into unified profiles.
- 6 Load each traveler's full 360 degree representation of data to **Amazon DynamoDB** using **AWS Glue**.
- 7 Create personalized promotional recommendation models using each traveler's data that contains the traveler's preferences, brand preferences, and past ancillary purchases using **Amazon Personalize**.
- 8 Create microservices to process each traveler's full 360 degree representation of data, along with personalized promotions. You can also train machine learning (ML) models using **Amazon Elastic Container Service (Amazon ECS)** or **Amazon Elastic Kubernetes Service (Amazon EKS)** with **AWS Fargate**.

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Steps 9-12 are outlined here.



9 Build API using **Amazon API Gateway** on top of microservices that have access to each traveler's profile and personalized recommendation models.

10 The web and mobile apps communicate with the passenger service systems (PSS) APIs and the Promotions API to provide recommendations to travelers before or after booking travel.

11 Activate promotional campaigns on **Amazon Pinpoint** by configuring a personalized campaign from **Amazon Personalize**, and send tailored promotions and offers through email or SMS.

12 Use event streaming on **Amazon Pinpoint** to track your travelers' activities on a website and mobile app. Store clickstream data on **Amazon S3** using **Amazon Kinesis Data Firehose**.

