

# Insight Engine

## VCCP exists to challenge convention to create value.

As part of our AI enabled challenger methodology, Insight Engine combines first & third-party data within a private AI based 'workbench' to produce curated market, competitor and consumer insights to unlock value for brands.

### What problems can this help with?

- Fragmented data and a lack of actionable insights.
- Exploring and launching new propositions.
- Identifying category/cultural entry points for accelerated growth.
- Better understanding the market context in which you operate.
- How much your competitors are spending
- What key messages/propositions are dominating the marketplace?

### What are the benefits of using Insight Engine?

- Regular insight built on your data, alongside premium subscription data.
- Closed loop, which means you avoid the 'sea of sameness' from a regular GPT, which other businesses use to feed its outputs.
- It responds with the knowledge of your particular business, as well as trusted sources, to create potential growth opportunities.

Data is everywhere 

### Want to know more?

Get in touch with your team if you would like to see a demo of Insight Engine, or have a particular data, growth or reporting challenge.



# easyJet

## Case Study

### The Challenge

The way people are searching for holidays is constantly changing at the speed of culture. easyJet needs to harvest these profitable spikes in demand, driven by cultural triggers, before their competitors do.

### The Solution

To capture travel trends that move at the speed of culture, easyJet used our Insight Engine to outpace the competition by turning cultural 'spikes' into instant bookings. By syncing social trends and competitor data we detected a 'setjetting' craze triggered by a Netflix hit the moment it started, allowing easyJet to deploy targeted creative while demand was at its peak. This transformed unpredictable cultural shifts into a repeatable growth engine, leading easyJet to scale the tech across six new audience segments to own the conversation before anyone else.

### The Impact

# -18%

decrease in CPA vs BAU

Insight Engine has helped shape how we're able to connect with our audience - giving us the tools to tap into the 'why' behind travel. It's allowed us to explore more than showcasing generic wanderlust, moving towards leveraging meaningful Category Entry Points - identifying niche motivators when they peak to produce hyper-relevant social messaging.

Tom Hazelden  
Head of Brand, Planning and Content, easyJet

### Category Entry Point Analysis



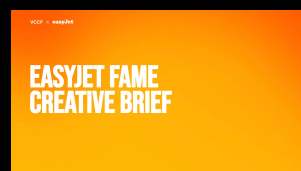
### Opportunity Sizing



### Experience Mapping

| Category           | Channel          | Engagement | Reach  | Retention | Conversion |
|--------------------|------------------|------------|--------|-----------|------------|
| Travel Inspiration | Social Media     | High       | Medium | Low       | Medium     |
| Travel Planning    | Search Engines   | Medium     | High   | Medium    | High       |
| Travel Booking     | Travel Agencies  | Low        | Low    | High      | High       |
| Travel Reviews     | Travel Blogs     | Medium     | Medium | Medium    | Medium     |
| Travel Deals       | Email Marketing  | Low        | Low    | High      | High       |
| Travel Packages    | Direct Marketing | Low        | Low    | High      | High       |

### Creative Briefing



Insight Engine

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