

## More examples

- Booking.com
  - points for each buy
  - genius status
  - discounts/offers
- Airline loyalty program
  - miles for each travel
  - savings or free flights

## Third party systems

- CRM, Marketing Automation, etc
- DB not prepared for live requests when rendering personalised pages.
- Indexing systems like elastic search required

[« Identifying segments](#) [Custom Trait: User group](#) »