



Client case

WORLDWIDE DISTRIBUTION IFLY KLM MAGAZINE WITH TERNAIR

KLM Royal Dutch Airlines is a worldwide operator based in the Netherlands and lies at the heart of the KLM Group, which also includes KLM Cityhopper, Martinair and Transavia.

KLM has a broad media portfolio that features the iFly KLM Magazine, the airline's award-winning digital travel magazine. This magazine features exceptional stories, colourful photos and inspiring videos about the world's most beautiful destinations.



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“Ternair has extensive experience and professional expertise in email and data processes that perfectly match our needs and requirements.”

Worldwide distribution

Since 2008, KLM has been publishing its iFly KLM Magazine in three different languages (Dutch, English and German). Customers are informed of each new magazine by an email which is sent in three languages and personalised according to sex, name and membership of Flying Blue, KLM's frequent flyer programme. The composition of these different email messages is highly complex, partly due to the additional needs and requirements imposed by the various participating countries.

In 2015, KLM conceived the ambition of producing the magazine in two additional languages (Spanish and French) so that global coverage would be possible. This was not possible with the existing tools and processes because it would result in unjustifiably extra production hours.

Data-driven campaigns

After conducting thorough research into suppliers and capabilities, KLM opted to go with Ternair. Ternair Campaign enables the rapid and straightforward setting up and scheduling of flowcharts as well as the automatic generation for data-driven campaigns.

Since November 2015, the email distribution of the iFly KLM Magazine is organised and implemented using Ternair Campaign. The campaigns are fully data-driven, using dynamic templates that allow all components to be configured according to country and language combinations. The campaign distinguishes between existing readers of the online magazine and new ones. A welcome email

or initial email is sent automatically, taking account of different time zones.

Significant time savings

Since implementation, significant time savings have been achieved. Through a combination of the smart use of various KLM data sources and the specific organisation of Ternair Campaign, it is now possible to inform all customers across the globe about the new magazine in a fraction of the time it used to take.

To enhance the customer experience even further and to attain higher levels of engagement, KLM would like to make greater use of the Ternair Campaign functionalities and place more focus on personalising their emails and the magazine in the near future.

Testimonial Marc Jansz, Customer Media Manager at KLM Royal Dutch Airlines:

“We are an international marketing organisation and we send the iFly KLM Magazine to 10 million customers worldwide. Everything in the emails needs to be just right and they have to be sent according to a tightly regulated schedule in order to manage the loads on the servers and fit in with the local email planning. Ternair Campaign enables us to manage all of this complexity, guaranteeing quality and keeping costs under control.”