

CASE STUDY

# Accelerate modal shift with Seatfrog's revolutionary Magnet technology



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## Supercharge new customer acquisition

Attract a brand new audience and drive decarbonisation with Seatfrog Magnet. Pioneering results showing 73% of customers who would have previously used other, high carbon modes of transport are now shifting to rail.

### Compete with other modes like never before

Passengers of other modes are already taking longer journeys, driven by price. Magnet switches them to rail, enabling you to acquire new customers like never before by offering them to customise a time window of travel and be rewarded with the best possible price.

### Revolutionise capacity management

We have pioneered machine learning technology that combines our ultra accurate price matching engine with AI capacity optimisation to place a Magnet passenger booking on the optimal service 24hrs before departure.

## Unparalleled customer retention

With 70% retention and repeat bookings, Magnet provides a superior way to convert and retain new customers to rail. Increase overall lifetime value and acquire them to rail without abstracting from your existing audience.



**70%** ←  
customer retention rate

**4wks** ←  
implementation to live

**73%** ←  
modal shift in new passengers

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## ABOUT SEATFROG

Seatfrog is the rail industries leading upsell platform, helping leading rail operators recognise 3X ave upsell revenue growth and world leading customer happiness.

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## SOME OF OUR PARTNERS

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