

Delta begins deploying its sync platform

- A Monitor Desk Report

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Delta has begun rolling out its Delta Sync Exclusives cross-promotional platform on domestic mainline aircraft. Plans call for the platform to be available on 540 Delta planes by the end of July.

The carrier announced the Delta Sync initiative in January. Coupled with the recent rollout of free WiFi for SkyMiles members, it's part of a broader strategy at Delta to drive new SkyMiles memberships, enhance the inflight experience and generate new revenue opportunities from brand partnerships.

To access the Delta Sync Exclusives platform, flyers use their mobile devices to login with their SkyMiles number to receive access to promotional and entertainment offerings. For example, flyers can receive a free trial of Paramount+ and choose among that service's complete content collection.

They can also receive offers from Delta partners T-Mobile and American Express. More promotional partners will eventually be added, the airline said.

Delta Sync Exclusives also offers a tab called My Trip, where flyers can use the Resy platform to book restaurant reservations in their destination city. In addition, My Trip offers videos and articles from the travel content provider Atlas Obscura.

Later this year, Delta plans to expand Delta Sync to include a personalized entertainment experience on seatback screens, similar to what users experience with their own Smart TVs. For example, the system will remember where flyers left off on a movie or TV show from a previous flight.

Delta said that by year's end, it will have upgraded more than 700 domestic aircraft with free WiFi and Delta Sync Exclusives. Delta plans to bring the platform and high-speed WiFi to its entire global fleet by the end of 2024.

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