OPTIMIZE
OPTIMIZATION FOR TRAVEL
Optimize Traveler Experiences to Increase Bookings Across Digital Channels
OPTIMIZE

OPTIMIZATION FOR TRAVEL

Optimize Traveler Experiences to Increase Bookings Across Digital Channels

Webtrends helps travel organizations increase online bookings while improving customer experience and ROI across digital channels.

EXECUTIVE SUMMARY

TREND
No industry felt the hit of the recession more than travel. And while overall bookings continue to see flat growth, online bookings and travel research have been rapidly growing. Digital channels are now the dominant way that vacationers, business travelers and travel agents purchase flights, hotels and reservations. Forrester predicts leisure and business traveler spending will climb 41 percent, to nearly $143 billion by 2016.

PROBLEM
The travel industry’s fiercely competitive landscape means that engaging and retaining consumers is more important than ever to the bottom line. To stay competitive, it’s essential that airlines, hoteliers, agencies and aggregators provide a seamless, customized and excellent online experience for customers—across all digital channels.

SOLUTION
Online testing and content targeting solutions reduce abandonment, increase bookings, and improve online and mobile customer experiences. Webtrends Optimize for the travel industry offers expertise and advanced technology to increase revenue and improve customer experience.
THE PROBLEM: ENGAGING TRAVEL CONSUMERS THROUGH TO BOOKING

Working closely with travel customers, Webtrends has identified four unique challenges facing travel organizations today:

1. SERVING ONLINE NEEDS IMMEDIATELY—BEFORE A SITE VISITOR BOOKS ELSEWHERE.
   A website must immediately capture the imagination and serve the needs of a travel customer. For trips or vacations that take months to book, your website must keep the user coming back. And for on-the-spot travel searches from mobile devices, you must be able to meet very localized needs—immediately, while providing an optimal customer experience.

Webtrends tests and optimizes across the buy flow to engage consumers during the search-to-book process.

2. PROVIDING EXCELLENT CUSTOMER EXPERIENCE ACROSS ALL DIGITAL CHANNELS.
   Business and leisure travelers expect a seamless online experience—no matter if they are booking on a laptop, tablet or smartphone. Providing a relevant and engaging customer experience across digital channels ensures you keep the attention of your customers (and not push them away to competitors) no matter how they interact with your brand.

Webtrends online testing and content targeting solutions provide a targeted, optimized experience for visitors.

3. EARNING ANCILLARY REVENUE THROUGH ONLINE SALES.
   Cross-selling and up-selling additional products and services are more important to the travel industry than ever. Extra legroom, baggage fees, hotel upgrades and additional services all increase the order value and impact revenue growth.

Webtrends helps optimize your site for increased sales of ancillary products and services.

4. FIXING TECH ISSUES AND REDUCING ABANDONMENT.
   Many airline, hotel, agency and aggregator websites are bogged down by frequent technical issues that impact customer confidence and reduce bookings revenue. In fact, Forrester estimates that travel businesses lose 24 percent of their annual online revenue due to technical issues.

Webtrends identifies reasons for cart abandonment, and then tests new versions of content to fix the problem and increase customer bookings.
THE SOLUTION: EXPERTISE IN CUSTOMER EXPERIENCE OPTIMIZATION

Webtrends provides online testing and content targeting solutions and expertise to reduce abandonment, increase bookings, and improve online and mobile customer experiences.

Our solution combines travel industry expertise with best-of-breed technology to increase revenue and improve customer experience.

- Attract travel bookers through strategic ad campaigns
- Measure online behavior to identify drop-off points across digital channels and through the travel research and booking process
- Measure effectiveness and engagement with your mobile websites, mobile apps and social campaigns
- Test and optimize website content for improved customer experiences
- Create more personalized, relevant offers for selling ancillary products and services
- Provide technology partnerships and expertise that specialize in improving customer experience and increasing revenue through testing and optimization
- Webtrends experts develop your optimization roadmap, and provide development, QA, design and project management resources to ensure your success

Our solution blends multiple technologies and services that work across critical touch points to measurably improve customer experiences, shorten sales cycles, increase loyalty, leverage mobile technologies, and improve sales of ancillary products and services. By observing individual behavior, testing to prove optimal interactions, and displaying the most persuasive and relevant content, you can lift conversion and engagement of potential bookers.
WEBTRENDS OFFERS BENEFITS TO DRIVE YOUR TRAVEL BUSINESS:

1. **DIGITAL INTELLIGENCE PROVIDES INSIGHT.**
   Webtrends examines your data across all digital touch points, including mobile, social and web. Webtrends data, third-party data, and optimization experts combine to reveal user trends, build customer profiles, discover user flow issues, and assess how well your web properties are performing—with whom and why.

2. **EXPERTS TEST AND PROVE OPTIMAL EXPERIENCES.**
   Webtrends tests content in areas identified as critical, such as in the cart or on landing pages. Webtrends experts help recommend the test plan, build the tests, and provide creative or development resources if needed. Our experts oversee continuous testing to ensure optimal ROI.

3. **DYNAMIC SEGMENTATION AND CONTENT TARGETING INCREASE CONVERSION AND ENGAGEMENT.**
   Webtrends helps you deliver personalized content to targeted customers in real time. Webtrends lets you target extremely specific site visitor groups – such as “visitors who experienced a technical issue” or “searched for x but did not purchase.” The more granular the targeting, the higher your return and quality of data intelligence.

WEBTRENDS REVOLUTIONIZES EXPERIENCES ACROSS THE CUSTOMER LIFECYCLE

Search, Ads and Social Campaigns

Analyze

Test

Segment

Target

*Webtrends drives conversions at every stage in the booking process.*

*Our innovative approach reaches across marketing disciplines to drive relevant customer experiences that increase bookings, add-ons, and loyalty.*
THE DIFFERENCE: OPTIMIZATION EXPERTISE AND SMARter TECHNOLOGY

At Webtrends, we want you to gain maximum ROI across marketing channels. To attain that goal, Webtrends leverages online digital intelligence in three key ways:

- Expertise. Without Webtrends expertise influencing the process, you run all the risks of not wrangling your digital marketing: onboarding abandonment remains high, you lose touch with high value customers, and you lose cross-sell opportunities. Webtrends experts ensure your digital investments are directly and positively increasing revenue.

- Integration and cross-platform support. Webtrends integrates with any digital touch point (web, email, mobile, social, non-JavaScript such as apps, set-tops, etc.). Webtrends also lets you access reporting data in enterprise tools and platforms that you are already using within your business. Our solution gives you an expansive, complete view into your digital presence.

- Smarter sciences. Webtrends online marketing sciences enable testing in rapid and simultaneous iterations, giving you fast results and ROI. Smarter algorithms let you test against smaller, targeted populations and let you define the key performance indicators (KPIs) to test against. Real-time segmentation ensures new and returning customers receive relevant offers optimized to unique demographics and needs.

THE PROOF: WEBTRENDS OPTIMIZATION INCREASES BOOKINGS

Travel organizations choose Webtrends for our combination of technology and digital marketing expertise. Webtrends experts work side-by-side with internal teams to guide and advise on optimization best practices. With thousands of projects under their collective belts, the Webtrends team knows how to quickly deliver measurable results for your brand. You can scale up and add more tests without any impact on your business, all while building up your own expertise over time.

The following success stories illustrate the results Webtrends provides our travel customers.
HOTELS4U

Hotels4U, part of the Thomas Cook group, is an award-winning website designed to make booking hotels quick and easy 24 hours a day, 7 days a week. With more than 200,000 competitively priced properties worldwide, Hotels4U has processed more than 8 million hotel bookings.

KEY CHALLENGES:

• Drive business growth of an already successful website by increasing online sales, staying within a modest budget
• Improve and simplify the search-to-book process to increase conversions from website visits
• Implement an aggressive test strategy to create and amend content for a friendlier consumer experience
• Help Hotels4U stand out from hundreds of online travel agency competitors

SOLUTION:

• Webtrends Optimize delivered an exclusive testing package capable of detailed analysis and recommendations for website amendments
• The Webtrends team of experienced consultants built multivariate test plans that could be rolled out over a period of time to continually improve customer experience
• Home page, hotel details page and the booking funnel were the three main areas of testing focus

RESULTS:

• 5.52% uplift in hotel bookings

“Internal opinion about what will work best has become largely irrelevant at Hotels4U because customer interaction and feedback now shape the evolution of our website as we continue to optimize the booking funnel.”

– Steven Moore  |  Head of eCommerce, Hotels4U

hotels4u.com

Perfectly placed, perfectly priced
Hotels4U, part of the Thomas Cook group, is an award-winning website designed to make booking hotels quick and easy 24 hours a day, 7 days a week. With more than 200,000 competitively priced properties worldwide, Hotels4U has processed more than 8 million hotel bookings.

**KEY CHALLENGES:**
- Capitalize on Hotel4U’s mobile opportunity
- Limited resources available for the project

**SOLUTION:**
- Webtrends recommended new smartphone designs
- Webtrends Optimize tested multiple mobile versions to find the optimal design

**RESULTS:**
- 61% increase in search on mobile devices
- 22% lift in visitors viewing hotel pages on the mobile channel

“Through mobile site optimization with Webtrends, we have been able to solve part of the puzzle that plagues every marketer today – the multi-channel problem. We felt we were missing a clear opportunity with visitors who browse on their smartphones on the go. Webtrends was able to develop a solution without placing additional burden on internal resources. Their recommended designs have driven a 61 percent increase in search and 22 percent lift in visitors seeing our Hotel pages on our mobile channel, effectively making it easier for our customers to find what they are looking for and facilitating the multi-channel journey.”

– Steven Moore  |  Head of eCommerce, Hotels4U
ALITALIA AIRLINES

Alitalia is the flagship airline of Italy and the world’s 19th largest carrier. With airline choices and startups increasing throughout Europe, Alitalia approached Webtrends to help increase customer engagement.

KEY CHALLENGES:

• Increase conversions and bookings
• Stand out in a highly competitive environment

SOLUTION:

• Leveraged Webtrends Optimization expertise for implementation, consultation, and project management

RESULTS:

• Increased bookings by 7.09% in just three months

“The combination of expertise and the consultative approach provided by the Webtrends Optimize team has enabled us to increase our bookings by 7.09 percent. This increase in conversions has a significant impact on our overall results, and improves our ability to stay ahead of the competition by offering the best service possible to our customers.”

– Nicola Arnese  |  Vice President, eCommerce, Alitalia

+7.09% BOOKING INCREASE
IN JUST 3 MONTHS
SUCCESS

LASTMINUTE.COM

Lastminute.com is the U.K.’s leading online travel and leisure retailer, with more than 1.65 million visitors per week. It includes brands such as Holiday Autos and Zuji (part of the Travelocity group).

KEY CHALLENGES:

- Increase understanding of customer behaviors and inclinations
- Provide users with the best possible experience across its sites
- Gain deep insight into visitor traffic and types of visitor, including visitor interest

WHY LASTMINUTE.COM CHOSE WEBTRENDS:

- Wanted a technology partner that:
  - Works closely with its team to advise on which sections of the site to test
  - Formulates creative plans to understand customer behavior
  - Advises and makes recommendations toward a long-term strategy
- Provided a technology integration that both tested site content and targeted users based on individual behavior
- Deep knowledge and experience in the travel industry

“Understanding the direct revenue and conversion impact of our user experience improvements is vital, and we wanted to move our A/B and multivariate testing and targeting strategy to the next level. We chose to work with Webtrends because we wanted a partner that could provide both a hosted and self service platform with an services team to advice on the best areas of our sites to test across all channels - desktop, tablet and mobile. For us, Webtrends has all bases covered plus a strong platform with unique integration that our internal users can easily adopt to deliver a market-leading optimization strategy.”

- Karen Mullins  |  Group Customer Marketing and User Experience Director, Lastminute.com
CONCLUSION: TRAVEL COMPANIES INCREASE BOOKINGS WITH WEBTRENDS

Standing out in a crowded marketplace is not easy, especially in an industry as competitive as travel.

Keeping visitors and customers engaged on your website, mobile site or Facebook page is vital to business success. That’s why it’s important to take advantage of the digital intelligence available from Webtrends technology and experts. Through a strategy of testing and targeting, travel companies can increase conversions, bookings, revenue and customer loyalty.

Ready to increase travel bookings?
Call your account manager, or visit: www.webtrends.com/solutions/optimization/

CALL OR EMAIL US WITH YOUR QUESTIONS

North America
1.888.932.8736
sales@Webtrends.com

Europe, Middle East, Africa
+44 (0) 1784 415 700
emea@Webtrends.com

Australia, Asia
+61 (0) 3 9935 2939
australasia@Webtrends.com

For offices worldwide, visit:
www.Webtrends.com

ABOUT WEBTRENDS INC.
Inspiration drives us.
Digital intelligence guides us.
Innovation remains our goal as we help brands re-imagine digital marketing.

Webtrends dramatically improves digital marketing results for many of the world’s most admired and innovative companies. Our solutions have set a gold standard for innovation, performance and value since we helped establish the web analytics industry in 1993.

Our diverse portfolio includes customer intelligence and behavioral segmentation, targeting + scoring, optimization + testing, mobile and social apps creation and Facebook Page management, professional consulting services, real-time web analytics, unified digital analytics across mobile, social and web and general digital marketing wizardry.

Webtrends STREAMS® SOLUTION BRIEF.
© 2013 Webtrends, Inc.