



WEBTRENDS FOR TRAVEL

Five ways to meet traveler needs at every step in the digital journey—and boost your sales and revenue.



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PLAYBOOK

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Five ways to meet traveler needs at every step in the digital journey—and boost your sales and revenue.

1. Gather everything you know about your travelers
2. Understand travelers across their entire journey
3. Optimize everything, everywhere
4. Take action when it matters the most
5. Don't box yourself in



THE WEEKLY FLIGHT TO THE
OFFICE IS ONLY PART OF
THE WAY HE TRAVELS



1: GATHER EVERYTHING YOU KNOW ABOUT YOUR TRAVELERS

Whether travelers are selecting a destination, searching for accommodations, booking their trip, checking in for their flight, or anything in between, you want to meet expectations every step of the way. While the booking process is more digitally sophisticated than ever before, it's just as lengthy as ever. It's up to you to keep travelers engaged so they don't book elsewhere, and give them what they need during and after their trip. In order to meet them every step of the way, it's critical to get your hands on your travelers' data – all visitor data, anywhere, wherever they are.

The reason? So you can create the best, most relevant experience for every individual traveler. When you have all of the data, you can understand what is relevant and important for each person, and use this knowledge to deliver individual treatments that get travelers to choose your brand above others.

THE WEBTRENDS DIFFERENCE

Webtrends gives you unlimited visitor-level data access in a way never possible before. With views of data available in every digital channel, you get the details you need to more effectively measure and optimize for the best experience for every traveler.



RESEARCHED FLIGHTS
ON A MOBILE DEVICE



COMPARED PRICES
ON A TABLET



BOOKED TICKET AT
HOME ON A LAPTOP



2: UNDERSTAND TRAVELERS ACROSS THEIR ENTIRE JOURNEY

You can't control the ways travelers interact with your brand, but you can learn from it. Expand your perspective to understand not just the digital channels themselves, but the data between all of those channels. For example, someone might start their research on a smartphone, but end up booking on a tablet or website.

What information are people seeking when they research? Holiday deals? Business packages? Understand every customer's motivation, and uncover the context of each customer's intent. That way, you can provide the experience each customer wants at just the right moment in his or her journey. And, you can ensure you're spending the amount of marketing investment each experience warrants.

THE WEBTRENDS DIFFERENCE

Webtrends solutions help you understand visitor behavior across any stage of the traveler journey, across all channels, without silos. You can see travelers as groups of people (in aggregate) or as individuals (visitor-level), including their historical behavior and/or in-the-moment behavior. You don't have to compromise any customer view in favor of a fixed set of data collection variables or purchase funnels. Instead, you can view cross-channel flows to know best where to invest your money and your marketing efforts.



7 DAYS TRAVELING
THROUGH FRANCE

4 TRAINS BOOKED
ON MOBILE

5 SAME DAY SEARCHES
FOR LOCAL HOTELS



3: OPTIMIZE EVERYTHING, EVERYWHERE

Optimize toward goals that are critical to your business success, no matter what or where they are. This could mean optimizing toward booking and conversion metrics or more elusive metrics, such as Average Order Value (AOV) or increasing ancillary revenues. Improve the experience at every digital touch point and across every channel – so that even small steps across the customer journey are part of the big picture. This is the best way to drive up your KPIs and get maximum yield for every dollar you invest in your optimization marketing programs.

THE WEBTRENDS DIFFERENCE

Only Webtrends has the ability to truly optimize everything, everywhere. With our robust range of optimization deployment methods, you can increase business metrics while still providing a streamlined, consistent experience across all of your digital channels. We use a combination of JavaScript, REST API, and URL deployment methods in order to optimize mobile sites, mobile apps, social links, email content, and buy flows across domains, channels, and brand properties, all with a 360-degree view of the customer. Other vendors remain limited to JavaScript and/or API methods, which means cross-channel optimization is limited as well.



4: TAKE ACTION WHEN IT MATTERS THE MOST

When travelers are on your site, they have a purpose – to research, daydream, compare, or book. Historical data shows the types of reservations or tickets your visitors have purchased or browsed in the past. While this can give some indication of what a visitor might do again, it only tells a part of the story. For example, regular bookers of business trips often return to the same site for leisure travel – a very different customer journey for the same individual.

The best indicator for a visitor's intent right now is: data showing what that person is doing on your site right now. Literally. Leverage “in-the-now” insights like seeing what travelers search for, browse, and click on – without any data gaps or blind spots – and you can provide a highly relevant experience while an individual is still engaged. The result: happier customers, more conversions and sales, and greater ancillary revenue.

THE WEBTRENDS DIFFERENCE

Only Webtrends delivers a stream of visitor-level data as the activity is occurring, and pushes it into action systems in real time. This allows your digital properties to automatically react to every nuance of intent the visitor is exhibiting. Delivering this experience is not limited to tagged areas on .com, or to parts of a mobile site or tablet. We can help take action based on data from any digital channel where a customer is interacting with your brand.





5: DON'T BOX YOURSELF IN

Your business needs to have the flexibility to adapt and change. If you rely on a complex ecosystem of different technologies to improve your customer experiences across digital channels, make sure they're all compatible and open. Otherwise, you might have to make compromises and choose sub-par technologies in order to conform to closed systems.

THE WEBTRENDS DIFFERENCE

The Webtrends platform “plays well with others.” We can accept data from any other system and feed data to any other external system. Your team won't have to re-architect anything, create a SOW to expand capacity, or add hardware and computing power as your needs evolve or you bring new technologies in.



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ABOUT WEBTRENDS INC.

INSPIRATION DRIVES US.

DIGITAL INTELLIGENCE GUIDES US.

INNOVATION REMAINS OUR GOAL AS WE

HELP BRANDS RE-IMAGINE DIGITAL MARKETING.

Webtrends offers a portfolio of digital solutions that help brands understand consumer behaviors and enable them to act on those insights in the very moment they need to act. Utilizing advanced big data analytics, Webtrends solutions provide a consistent customer experience across all digital channels on any device the customer uses, helping brands remain connected and relevant to their customers, increase productivity and maximize yield on investments.

Webtrends invented the analytics industry and is now re-inventing it for more than 3,500 global brands including, Lloyds Banking Group, Barclays, HSBC, ASOS, Microsoft, BMW, Toyota, Play.com, AllSaints, The Telegraph and many more.

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READY TO FOLLOW THE PLAYBOOK?

Webtrends experts can help.

Webtrends solutions include a team of strategists who take a hands-on approach, and handle the intricate data details of the solutions you use. We stay in constant communication as we align with your broader digital marketing initiatives. It's the kind of personalized service that ensures you're getting the most out of the solutions you're using, and out of the marketing dollars you spend.

We're here for you.

READY TO INCREASE ONLINE TRAVEL SALES?

Call your account manager or visit:

<http://webtrends.com/solutions/conversion-optimization/for-travel>

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