Google™ Analytics Premium

Travelocity uses Google Analytics Premium to enable agile, data-driven decision making across the organization.

travelocity®

Challenges
- Quick access to actionable, decision-relevant insights
- Pervasive data throughout the organization
- Single source of truth for digital reporting

Solution
- Rapid implementation of GA Premium, minimal customization required to gain high quality data & analysis
- Ease of use enabled short training ramp up, scalable train the trainer model – seven different teams now have insights at their fingertips

Results
- Agile decision making culture able to optimize digital investments
- Conversion improvements seen within weeks due to better data shared by more teams

Travelocity is one of the largest travel companies in the world, providing the most comprehensive and proactive travel guarantees in the industry. Holding itself to a high standard of service, Travelocity faces tough challenges keeping ahead of rapid developments in this highly competitive industry.

A market study conducted by Google and Shopper Sciences in July 2011 shows that travelers frequently use the internet for comparison shopping. Travel customers on average are using 10.2 online sources, visiting brand websites, aggregate websites, and search engines as they make purchase decisions.

This means the industry is faced with engaged, informed, and mobile customers – ready to change a reservation at a moment's notice. To succeed in this environment, Travelocity must be informed and agile in its online analysis and marketing.

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— Satnam Singh, VP Analytics & Site Optimization, Travelocity

The implementation: speed and quality through first-class support

Implementation of Google Analytics was straightforward, with a single code snippet added to each page on the site. Customization was minimal. Dedicated support from the Premium Account Services team ensured Travelocity a high quality implementation on their tight timeline. "Google has a team of first-class support people on call that have worked with us to personalized our implementation and training," says Satnam Singh, VP Analytics & Site Optimization at Travelocity

When it was time to share the technology across the company, some of the more valuable aspects of GA Premium quickly became clear. Its overall ease-of-use meant that new users were able to begin using the tool rapidly, while an efficient training program with a strong "train-the-trainer" component proved more affordable than the competition.

"The training effort that we put into Google Analytics is looked upon as a best practice in our company. Other teams came by asking us how we pulled this off," says Keefe Wong, Web Analytics Manager at Travelocity. "During our initial training phase, we trained over 80 people in GA across different products and teams. And we've done group sessions where every team could define their own KPIs to track with GA. That includes advertising and marketing, site content managers, site architects, creative designers, business analysts, and executives. I'm looking forward to seeing what they come up with next, now they have the data at their fingertips."

The results: faster optimizations, improved conversions

With enhanced access to data across the company, Travelocity has been able to streamline its analysis efforts. "We use Google Analytics (GA) as an exploration tool for the whole team now," says Singh. "Before, our analysis requests had to be funneled through a specialized team. Now the broader organization can do many analysis tasks themselves. And the requests that we still have to send to the analyst teams are constructed better, so we reduce analyst workload while getting more actionable data to the team at the same time."

Travelocity has already seen their investment in GA pay off. "The Premium team continues to help us to maximize our returns from Google Analytics on a ongoing basis." Singh explains. For example, the team has already benefited from the site speed report. This supplied a near-instant fix, Singh says. "It helped us quickly discover which parts of our website were too slow to load and therefore a potential impediment to our conversion process."

Because GA lets all team members access website insights, an information architect and project manager were able to quickly identify another quick win. By analyzing bounce rates on a set of pages thought to be shared infrequently by visitors, the team discovered unique sharing behaviors that the page structure could not support and fixed the issue

The next goals for the web analytics project are already in place. Travelocity plans to leverage 50 custom variables, event tracking and funnel visualization. This will help them further expand the metrics readily available to the organization; create a robust second source of metrics for performance measurement and will make it easier to find drop off points throughout the experience on the site.

About Travelocity Global

Travelocity® is committed to being the traveler's champion – before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry (http://www.travelocity.com/guarantee). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.

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