

Promote Ancillary Products & Services During Checkout



For travel companies, promoting ancillary offers is becoming quite lucrative. In 2014 alone, \$2.24 billion was spent by travelers on ancillary products and services at hotels in the United States. Given this reality, travel companies would be wise to explore various cross and upsell opportunities. With Evergage, customers can dynamically promote ancillary items based on popularity or known traveler interests.

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Topic	Dynamically promote ancillary items based on popularity or known traveler interests	ID #	232

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Example

A visitor researched hotels on your site decides to book a room. On the checkout page, you include an inline message promoting an ancillary product or service (e.g., a spa package). If the visitor is new to your site, the promoted product/service can be based on overall popularity. If the visitor is an existing customer, or has provided more insight about her interest, you can use the information to present a more tailored offer. For instance, perhaps she prefers hitting the links instead of a day at the spa.

The screenshot shows a hotel booking checkout page. On the left, there is a 'Booking details' form with fields for Email, First name, Last name, Phone, Address, Country, City, and Zip. Below this is a 'Credit card information' section with fields for Credit card number, Expiration date, and Verification code. On the right, there is a 'Commanded for you' section featuring a promoted product: 'Mexico Spa Resorts - Velas Resorts'. The product is 'Plan Your Day Spa' for \$258 USD (150 min) with an 'Add to Cart' button. Below this is a 'Booking summary' section showing 'One Room(x) - One Night(x)' with arrival and departure dates of January 15th and 16th, 2016. The room is 'PARLOR SUITE POOL VIEW' for two adults, with a rate plan of 'Winter Sale 2016'. The total price is USD 770.00. A 'SET RATE ALERT' button is visible at the bottom right.

Segment

The campaign targets visitors who began the checkout process but did not add an ancillary product(s).

Measure

Success will be determined by the number of customers who, after being presented with an offer during the checkout process, ended up purchasing an ancillary product.

Setup

A campaign should be created with following characteristics:

- Use a popup or an inline message
- Serve the message during the checkout process
- Provide a single click option for including the offer in the traveler's order