

Travel and Hospitality



As a travel industry marketer, you face a number of challenges including:

- Helping travelers select the option that best fits their unique interests and goals
- Getting site visitors and app users to convert
- Building customer loyalty

Whether you're just getting started or looking for a new tactic to further optimize your site it's valuable to determine the criteria each visitor must meet at each stage of your site's journey and how they can advance to the next stage. Then you can layer in real-time personalization that can directly impact your bottom line.



How to use these articles

The following articles offer best practices for using Evergage to optimize the experience for your site visitors and increase conversion rates

Journey Stage	Qualification Criteria	Strategy	Playbook Number/Name
Top	First time on site	Geolocation; 3rd party integration; second chance; social referral	244 - Persona driven homepage experiences 195 - Present geo-targeted content; personalize using the visitor's geography
Middle	Second time plus on site; Visitor is engaging with content	Sign up for email; related offers based on implied interests; related offers based on explicit interests; related blog content; seasonal offers	153 - Target specific content based on customer intent 157 - Promote articles based on relevance 213 - Carry on message for customer showing intent 301 - Promote Locations and Resorts with Evergage for Email
Bottom	Within cart; making a purchase	Support; second chance; suggest relevant onsite activities	126 - Sort and/or highlight previously purchased ancillaries 232 - Promote ancillary products and services during checkout 123 - Incentivize cart abandoners in realtime 203 - Re-engage shoppers by reminding of an offer on exit 125 - Remind visitor of previously viewed properties; make it easy to view them again
Customer	Has made a purchase	Upsell/cross-sell relevant amenities; suggest relevant onsite activities; suggest renewal of services; ask for reviews	125 - Bring visitors back to property page; discuss amenities, area, upsells; remind visitors to download/use mobile app; encourage travelers to write a review 206 - Sign up for loyalty program to get points 128 - Capitalize on missed loyalty opportunities