



TRAVEL USE CASE

Booking / Browse Abandonment

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Available In	all editions
Channel(s)	Web
Play Title	Convert
Use Case Name	Booking / Browse Abandonment
Use Case Overview	To increase bookings and decrease abandonment rates, remind visitors of the properties or add on items still in their booking, including a special offer or message to create a sense of urgency.
Targeted Audience	B2C
Location	Location: Booking process, My Trip, Property
Business Challenge	Booking and browse abandon is not only a frequent but also an incredibly costly occurrence, resulting in billions of dollars in lost revenue annually. The visitor or potential guest's desire for immediacy, and the ease with which they can compare properties or packages availability and prices between sites and using aggregators only increase the likelihood of booking and browse abandonment.
Personalization Solution Approach	<p>With Interaction Studio, it's easy to identify the properties and packages your visitors have begun the process of making a booking, and trigger personalized campaigns if there is an indication they are going to abandon the site. Messages can include upgrade recommendations geared to supporting an in-session conversion.</p> <p>A similar approach can also be applied to visitors who are actively browsing high value properties and illustrating strong levels of purchase intent but subsequently show signs of abandoning, or leave the site, returning later.</p>
Suggested Campaign	<p>Web Infobar Web Popup</p>
Configure Your Campaign	<p>Create your segment if applicable, or utilize "Page Targeting" to limit the campaign exposure to lower funnel page types (property pages or booking pages).</p> <p>Use the instructions below in conjunction with the personalization solution approach above to build your campaign.</p> <ol style="list-style-type: none"> 1. Create a Web Campaign from a Template 2. Use Targeting Rules for Web Campaigns 3. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to decrease abandonment and drive in-session booking rate from visitors farther down (or at) the bottom of the funnel.
- The secondary goal is to provide value for visitors to return to your site and get them to make a booking.

[Best Practices Doc for Testing Approach](#)

Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

Review & Interpret Your Results

Consider a visitor's interaction with a particular page, including how they arrived there and what they're expecting.

Use the documents below to help you set up your campaign stats screen and interpret your results.

[Campaign Statistics](#)

The hypothesis for this campaign is that conversion rates will increase when visitors who have abandoned an action are deliberately re-engaged within that same session. You can expect that the test group will have a higher primary goal completion rate than the control group.

You can also expect that the group who see a Cart or Abandonment message will stay on the site and convert at a higher rate than those that do not.

Recommended KPI's:

- Time on site
- Clickthrough rate
- Email sign up
- Return visit
- Conversion rate
- Revenue per user
- Average booking Value
- Purchase additional items
- Repeat booking rate
- Product view rate
- Complete a survey

Optimize Your Use Case

Review the [Recommended Optimizations Based on Key Performance Indicators](#) to see where you can optimize based on the results you are seeing.

Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)
[Support](#)

