



TRAVEL USE CASE

Comparison Shopping

Last updated: May 14th, 2021

Available In	all editions
Channel(s)	Web
Play Title	Travel - Compare
Use Case Name	Comparison Shopping
Use Case Overview	Potential customers have lots of different options online, and savvy visitors are likely to research and shop around before making a booking. Interaction Studio helps you target these comparison shoppers to help boost your conversion rates and reduce your bounce rates.
Targeted Audience	B2C
Location	Any page where potential comparison shopping is identified
Business Challenge	Given all of the different website and options that travellers have, it is common practice to compare prices to try to find a better deal for your properties or services. While you may have the lowest prices, or a low rate guarantee, having a visitor leave the site to check runs the risk of them not coming back, and you missing out on the booking.
Personalization Solution Approach	<p>Interaction Studio understands what a visitor is doing on your site, not just in terms the pages visited, or the time spent on those pages, but also when they are engaging in specific activities like 'selecting' a package or property name. By using this to create a real time 'action' then you are able to personalize the site and instantly remind the customer of your value proposition. It may be that you have a low price guarantee, or you can offer free cancelation for a longer period than other sites.</p> <p>Letting the visitor know this will increase the chances of them staying on your site, and making the booking directly.</p>
Suggested Campaign	Web Pop Up
Configure Your Campaign	<p>Create your segment, so that it includes people who have taken the 'comparison' action, and this can be used as the target audience for your message.</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. Comparison Shopping 4. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to ensure your visitor stays on your website.
- The secondary goal is to increase bottom funnel KPIs against the control (the group that qualified for but did not see the campaign).

[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: By delivering a message that informs visitors that booking direct offers the most benefit, they will remain on the site if they were thinking of comparison shopping.

Recommended additional 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](#)

