



TRAVEL USE CASE

Continue The Conversation

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| Available In | all editions |
| Channel(s) | Web |
| Play Title | Travel - Research Phase |
| Use Case Name | Continue The Conversation |
| Use Case Overview | <p>The 'Continue the Conversation' use case shows visitors to the site that you understand them, you are listening, and you are changing the site based on their interaction in prior visits. Think about someone who is interested enough to click on an ad or an email with an offer or property promotion, and lands on your site. They read the page but then leave without going deeper into the content.</p> <p>They return to the site later, this time coming directly to the homepage. This use case takes the information we know about the property or offer that drove them to the site last time, and presents it back to them as they land this time, increasing the chances they will interact.</p> |
| Targeted Audience | B2B / B2C |
| Location | Homepage |
| Business Challenge | You work hard to get people to your site, with the expense that goes along with it, either for ads, or to send out the email. Some people may click and go deep into the site on that first click, but others leave to come back later. If you are not talking to them about the things they have shown an interest in, then you are missing out on opportunities to show them you understand them, and to increase your bookings. |
| Personalization Solution Approach | We are utilizing the information that we are learning about the visitor not just as they navigate the website, but also the information they bring with them when they land. We know the ad that drove them to the site, and we can use that to personalize their experience in real time. We also store that information against the visitor's profile, and can use that to create a segment of people who have previously landed on the site from an ad for a property or offer. When they come back to the homepage directly on a subsequent visit, we can personalize the content to reflect their property interests, continuing the conversation from their last visit. |
| Suggested Campaign | <p>Web Banner Replacement</p> <p>Web Infobar</p> |
| Configure Your Campaign | <p>The initial personalization can be configured through the campaign or experience rules, targeting the referring source or campaign for example. For the return visitors you can create your segment based on 'originating referring source', or 'has seen campaign 'X'' where 'X' is the campaign you showed them on their first visit.</p> <p>Use the instructions below in conjunction with the personalization solution approach above to build</p> |

your campaign.

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 have the visitor click on the banner, and go to the page that has the offer or property.
- The secondary goal is to get the visitor to engage more with the site, and 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 presenting relevant content based on prior interaction will increase conversions. 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 sees 'Continue the Conversation' will download content and convert at a higher rate.

Recommended KPI's:

- Time on site
- 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](#)

