



## TRAVEL USE CASE

# Einstein Recipes - Blogs, Destination Articles, Customer Testimonials and Reviews

Last updated: May 13th, 2021

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| <b>Available In</b>                      | all editions   |
| <b>Channel(s)</b>                        | Web  |
| <b>Play Title</b>                        | Travel - Onboard, Discover and Convert   |
| <b>Use Case Name</b>                     | Einstein Recipes, Blogs, Destination Articles, Customer Reviews and Testimonials   |
| <b>Use Case Overview</b>                 | Einstein Recipes provide the chance to engage with a customer at a 1:1 level. By taking all of the great content you have produced, or customer reviews and storing it in the Interaction Studio catalog, and then looking at the unique affinity each visitor has to your site, Einstein Recipes determines what they are most likely to engage with next. In this case we look at Einstein Recipes across three different stages of the booking journey, detailing how they can be used to drive visitors closer to making a booking..   |
| <b>Targeted Audience</b>                 | B2C  |
| <b>Location</b>                          | Typically within the home page, or within a specific blog, resource or property detail page.   |
| <b>Business Challenge</b>                | You have lots of content that your marketing team is producing to support the vacations or destinations you are selling, as well as the content that is customer generated. As good as the content is, the challenge is getting it in front of the visitors at the right time. By understanding the attributes of the content, and matching that with the affinity a visitor is showing towards a particular location or destination, you can present content to them, at different stages of the journey. Relevant content is more likely to resonate, be consumed and lead to an increase in visitor bookings. |
| <b>Personalization Solution Approach</b> | Einstein Recipe recommendations can be used across the site. If a visitor is new to the site, you can use the information you have, however limited, to recommend blog or destination articles. As the visitor engages with the site, engages with properties or vacations, or packages you can use the information learned from the resources they have interacted with the most, for the longest time, to present the customer testimonials to them, helping validate the decision they are making.  |
| <b>Suggested Campaign</b>                | <a href="#">Web Content Zone Recommendations</a><br><a href="#">Web Popup</a>  |

## Configure Your Campaign

[Create your segment](#) based on the stage the visitor is at in the life cycle. You may create a segment of new visitors to recommend blog content, or a segment of return visitors or visitors who have consumed blog and destination articles to show them more detailed content, or property reviews..

Use the instructions below in conjunction with the personalization solution approach above to build 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 and read the recommended content.
- The secondary goal is to drive visitors through the customer journey so that they might 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 will increase interaction with your site, and keep the visitor more engaged. You can expect that the test group will have a higher goal completion rate than the control group.

You can also expect that the group who see an Einstein Recipes message will convert at a higher rate.

Recommended KPI's:

- Blog post views
- 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

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Additional Resources

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



## 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.

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### Additional Resources

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

