



TRAVEL USE CASE

Einstein Recipes - Location or Destination

Last updated: May 13th, 2020

Available In	all editions
Channel(s)	Web
Play Title	Travel - Discover
Use Case Name	Einstein Recipes - Location or Destination
Use Case Overview	Location or Destination recommendations are a great method for presenting alternate browsing paths to a visitor, showing recommendations based on the destinations of locations they have shown the most interest in, based on their property interaction.
Targeted Audience	B2C
Location	Homepage
Business Challenge	Leverage truly 1:1 personalized recommendations on your homepage, but don't limit product discovery to one row of properties. Instead, leveraging machine learning provides an opportunity to create higher level recommendations based on the individual and their affinities to a destination or location associated with their properties of interest..
Personalization Solution Approach	Recommend personalized locations or destinations tailored to each visitor who is interacting with your website. Since Interaction Studio recommendations are updated in real-time, as the shopper's browsing behavior changes, the recommendations will update to reflect what they are most interested in.
Suggested Campaign	Web Content Zone Recommendations
Configure Your Campaign	<p>Create your segment of return visitors, or those who have visited at least 1 product, to target the campaign. This campaign can be configured with both Campaign level rules to exclude visitors who have not yet demonstrated affinity towards any location or destination, and then experience level rules for any specific recipe targeting.</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"> Create a Web Campaign from a Template Use Targeting Rules for Web Campaigns Templates - Developer Documentation
Considering Your Goals & Testing Approach	<p>Goals:</p> <ul style="list-style-type: none"> The primary goal is to get the visitor to click on the call-to-action, showing that they are interested in the relevant content you are presenting to them in the image and text. For this,

you need to ensure that you are tracking clicks on both the test and the control experiences to determine if there is any significant lift.

- The secondary goal is to look at the downstream impact of the campaign and whether visitors who saw the campaign were more likely to proceed with 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, including a personalized zone with location or destination recommendations will improve the visitor experience such that they are able to more easily find their desired location or destination and therefore complete bookings at a higher rate than visitors who are not exposed to the test content.

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](#)

