



TRAVEL USE CASE

Einstein Recipes - You May Also Like, Cross Sell / Add On Items, New Destinations / Packages

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Available In	all editions
Channel(s)	Web
Play Title	Travel - Compare, Expand, Retain
Use Case Name	Einstein Recipes: Property Recommendations, Cross Sell or Add on Items, New Destinations or Packages
Use Case Overview	Tap into this impactful tool that recommends personalized properties and packages tailored to each visitor or potential guest who is interacting with your website. Since Interaction Studio recommendations are updated in real-time, as the visitor's browsing behavior changes, the recommendations will update to reflect properties and packages they are most interested in.
Targeted Audience	B2C
Location	<p>Einstein-based Similar and 'You May Also Like' Properties: Options commonly include but are not limited to the Homepage, Product Listing Page (PLP), Product Description Page (PDP)</p> <p>Einstein-based 404 Error, Null Search Property Recs: 404 error pages, and/or search results pages that do not deliver any results.</p> <p>Einstein-based Post Booking Cross-sell and Add On Package Recs: Homepage + booking confirmation page</p> <p>Einstein-based Upgrade Property Recs: booking flow pages</p> <p>"My Bookings / Trips" Dedicated Page: Dedicated page / standalone page in a logged in environment such as <i>My Bookings / Trips</i></p>
Business Challenge	<p>Since shoppers give you insight into their personal interests and intent by interacting with your properties and packages in various ways and through different areas of your website, static recommendations no longer fit the bill.</p> <p>By leveraging human guided machine-learning, you can personalize property recommendations at the 1:1 level for each of your visitors, whether they are known or anonymous.</p>

Personalization Solution Approach

Einstein-based Similar and 'You May Also Like' Properties: "You May Also Like" usually involves Collaborative Filtering to show what people with similar behaviors and affinities to the person currently browsing also like in your catalog. Similar Properties, which display additional properties and packages similar to the one the visitor is currently viewing, are usually best shown on the Property pages.

Einstein-based 404 Error,, Null Search Product Recs: Prevent visitors from hitting a dead end on your website and give them a path forward with relevant property recommendations.

Einstein-based Post Booking Cross-sell and Add On Package Recs: Based on what a visitor just booked, show relevant add on items to encourage another purchase either in the same session (confirmation page) or when they return (homepage).

Einstein-based Upgrade Property Recs: Based on the property or package in the visitors booking confirmation flow, recommend related upgrades that will subsequently increase the booking size.

"My Bookings / Trips" Dedicated Page: Have a page dedicated to various recommendation zones showcasing properties, packages, add on items, or upgrades rendered by different algorithms. Each zone is personalized to what would be most relevant to the visitor based on the themes such as "You might like to add" "round out your trip," "don't forget"

Suggested Campaign

Configure Your Campaign

[Web Content Zone Recommendations](#)

[Create your segment](#) if applicable to the recommendations approach you're executing. A scenario where you may want to use segmentation is if the recipe strategy changes from audience to audience. This can be achieved at the experience-level in a rules-based campaign.

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:

- Your primary goal is to help each visitor find more properties and packages they are interested in and click through the recommendations. This can be measured by viewing campaign statistics to see how many of those who saw the campaign actually clicked a recommended product compared to the control group.
- Your secondary goal is to look at the downstream impact of the campaign and whether visitors who saw the campaign were more likely to proceed and make a booking compared to the likelihood of those who saw the control.

[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.

Additional Resources

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



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 use case is if 1:1, personalized product recommendations are populated and positioned to be contextually relevant to the shopper's journey, then catalog engagement will increase. If a control group is included, 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 personalized recommendations will have higher purchase value.

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](#)

