



## TRAVEL USE CASE

# Email Capture

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<b>Available In</b>	all editions
<b>Channel(s)</b>	Web
<b>Play Title</b>	Travel - Discover Phase
<b>Use Case Name</b>	Email Capture
<b>Use Case Overview</b>	<p>When a visitor comes to your site, they are rarely there by accident. Your website can act as your first level qualification tool, presenting relevant properties and destinations with the intent of having interested visitors go further into the site, and those who aren't looking what you offer, to leave.</p> <p>At the right time, when an interested visitor has engaged with your site, it is ok to ask them for something in return, so they can get your latest content right to their inbox.</p>
<b>Targeted Audience</b>	B2B / B2C
<b>Location</b>	This can be anywhere on your site, but typically would be once a visitor has engaged with properties or vacations. It could be as a pop up message, or it could be an inline message using a defined content zone..
<b>Business Challenge</b>	Your entire goal of the website is to provide visitors with the information they need, and to instill confidence in your properties or vacations, so that they make a booking through your site. If you ask for an email address before you have given a visitor the chance to show you the things they are interested in through their navigation of your site, then you increase the chances of the visitor dismissing the message and not being willing to give you the information.
<b>Personalization Solution Approach</b>	By using the website to manage the first level of qualification and only asking for an email address from visitors who are engaging with content, and making the request relevant, you are going to increase the chance of them providing their details, and ultimately making a booking.
<b>Suggested Campaign</b>	<a href="#">Web Popup</a> <a href="#">Web Infobar</a>
<b>Configure Your Campaign</b>	<p><a href="#">Create your segment</a> based on people who are engaging with content, and do not have an email address in their visitor profile.</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"><li>1. <a href="#">Create a Web Campaign from a Template</a></li><li>2. <a href="#">Use Targeting Rules for Web Campaigns</a></li><li>3. <a href="#">Templates - Developer Documentation</a></li></ol>

## Considering Your Goals & Testing Approach

### Goals:

- The primary goal is to capture email addresses.
- The secondary goal is to have the visitor interact further with your site, and ultimately 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 asking for email at the right time in the customer journey increases the likelihood of an email being provided. 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 the email capture use case will download content and become a lead at a higher rate.

### Recommended KPI's:

- Clickthrough rate
- Time on site
- 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.

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### Additional Resources

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

