



TRAVEL USE CASE

Prompt for Survey or Review

Last updated: May 13th, 2021

Available In	all editions
Channel(s)	Web
Play Title	Travel - Retain
Use Case Name	Ask Returning Customer for Reviews
Use Case Overview	Prompt for trip feedback from returning customers who recently completed a trip but have not completed a review.
Targeted Audience	B2C
Location	A Pop-up modal can be used to appear at any point when a visitor might exit the site. The right rail is a recommended area when you want to avoid disrupting the browsing experience.
Business Challenge	Customer reviews not only drive conversions and improve loyalty, but they are also a major source of information about consumer interests and behavior. Since online reviews are considered so valuable, companies have a vested interest in obtaining input from as many customers as possible. Using Interaction Studio, you can specifically target users who have purchased a trip or booked a property on your site but have not provided a review.
Personalization Solution Approach	With Interaction Studio, you can build a segment for people who have recently completed a trip. You can then target that segment of visitors who meet that criteria, and are on the site, encouraging them to provide a review of their trip or booking.
Suggested Campaign	<p>Web Popup</p> <p>Create your segment of return visitors to target the campaign using a Campaign Level inclusion rule.</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"> 1. Create a Web Campaign from a Template 2. Use Targeting Rules for Web Campaigns 3. Templates - Developer Documentation
Considering Your Goals & Testing Approach	<p>Goals:</p> <ul style="list-style-type: none"> • The primary goal is to increase review submissions • The secondary goal is to increase repeat bookings <p>Best Practices Doc for Testing Approach</p>

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](#)

[Best Practices for Interpreting your Results](#)

The hypothesis for this campaign asserts that targeting visitors who have recently completed a trip with a personalized nudge prompting for a review will lead to an increased rate of review submissions for qualified visitors.

Recommended KPI's:

- Conversion rate
- Revenue per user
- Average booking Value
- Purchase additional items
- Repeat booking rate

Optimize Your Use Case

Review the [recommended optimizations for KPIs](#) to see where you can optimize based on the results you are seeing

Additional Resources

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

