



TRAVEL USE CASE

Recently Viewed

Last updated: May 13th, 2021

Available In	all editions
Channel(s)	Web
Play Title	Travel - Compare
Use Case Name	Recently Viewed
Use Case Overview	Increase Engagement by Displaying Properties Viewed the Longest
Targeted Audience	B2C
Location	This type of use case is best served for on the homepage, or on a category page, or on a property detail page. A 404 error page or Null Search results page could also serve this use case well.
Business Challenge	It's common for visitors to come to your site for research purposes, and not always make a purchase on their first view of a property. Sometimes they will return a few times before completing a booking. To improve engagement, highlight the properties or packages they appear to be most interested in.
Personalization Solution Approach	With Interaction Studio, it's easy to identify the properties) your visitors have spent the most time viewing. Using this information, you can then leverage your unique brand differentiators, promotions or offers to tie the product(s) an individual has spent the most time viewing into an actionable incentive to purchase.
Suggested Campaign	Web Content Zone Recommendations
Configure Your Campaign	<p>Create your segment of visitors who have seen at least 3 properties, or any number that will adequately fill up your recently viewed zone, to target the campaign. This can be done with Campaign level rules.</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 Template2. Use Targeting Rules for Web Campaigns3. Templates - Developer Documentation

Considering Your Goals & Testing Approach

Goals

- The primary goal is to get the visitor to click on the call-to-action, showing that they are interested in re-engaging with the property 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 to making 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 highlighting properties that a visitor appears to be most interested in based on their recent behavior will lead to an enhanced visitor experience, and increased likelihood of booking a property.

You can also expect that the group who see a Bounce Prevention message will download content and convert at a higher rate.

Recommended KPI's:

- 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

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](#)

