



TRAVEL USE CASE

Referrer Source Targeting, Email or Offer Interaction

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Available In	all editions
Channel(s)	Web
Play Title	Onboard and Convert
Use Case Name	Referring Source Targeting, Email or Offer Interaction
Use Case Overview	Maintain consistency in the customer journey by acknowledging the source that referred the visitor to your site, the content the referring source originally displayed, and presenting a relevant experience on your website informed by the referring source.
Targeted Audience	B2C
Location	The destination page, or in other words, the page the visitor lands on after being referred by another source, and subsequent pages they may visit.
Business Challenge	<p>Given all of the different sources that drive traffic to your website in the Travel Industry, it can be difficult to ensure each visitor has a contextually aligned and consistent experience from each marketing/media campaign to your website.</p> <p>In addition to this, it can also be difficult to determine the current (and project future) marketing/media return on investment without isolating and analyzing key engagement and conversion metrics by specific traffic sources.</p>
Personalization Solution Approach	<p>Deliver a contextually consistent experience to a potential guest by creating relevant messaging or by dynamically changing the content of a particular page on your website based on the specific ad / referring campaign that a unique visitor clicked through to arrive on your website. The same can be done based on interaction with an email they have received about a property of offer, or based on interaction they have had on the website or the mobile app.</p> <p>Understanding and responding to the referring source also allows you to continue to be relevant throughout the visit, having the offer of incentive that drove them to the site persist across the visit, and not just on the landing page.</p> <p>Consider the following scenario: While performing a search for a certain destination, a visitor engages with a Google ad offering "15% off a midweek booking." You can ensure the content presented upon website arrival remains consistent with the promotion offered from the referring source. In this example, activating this use case would allow you to ensure the visitor is delivered a "15% off a midweek booking" promotional banner upon page arrival. As they navigate the site, you can have the message 'follow' them, increasing the chance that they will interact with the offer.</p>

Suggested Campaign

Configure Your Campaign

[Web Banner Replacement](#)

[Create your segment](#), if applicable, to narrow your target audience if you don't want all visitors from a particular source to receive a message. This is optional.

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:

- The primary goal is to ensure your visitor stays on your website and does not immediately bounce through the delivery of a consistent and informed experience.
- The secondary goal is to increase bottom funnel KPIs against the control (the group that qualified for but did not see the campaign).

[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 campaign is: By delivering a consistent message to website visitors, you will increase engagement, improve conversion and ensure continued optimization of your paid media plan.

Recommended additional KPI's:

- Blog post views
- 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](#)

