

Promote Ancillary Products & Services During Checkout



Interaction Studio Classic Only

This use case is for customers using Interaction Studio Classic (formerly Evergage Classic) *ONLY*. For customers using the Interaction Studio 'Campaigns and Templates' application, refer to the [Use Case Library](#) instead.



For travel companies, promoting ancillary offers is becoming quite lucrative. In 2014 alone, \$2.24 billion was spent by travelers on ancillary products and services at hotels in the United States. Given this reality, travel companies would be wise to explore various cross and upsell opportunities. With Interaction Studio, customers can dynamically promote ancillary items based on popularity or known traveler interests.

Category	eCommerce	Vertical	Travel
Topic	Dynamically promote ancillary items based on popularity or known traveler interests	ID #	232

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Example

A visitor researched hotels on your site decides to book a room. On the checkout page, you include an inline message promoting an ancillary product or service (e.g., a spa package). If the visitor is new to your site, the promoted product/service can be based on overall popularity. If the visitor is an existing customer, or has provided more insight about her interest, you can use the information to present a more tailored offer. For instance, perhaps she prefers hitting the links instead of a day at the spa.

The screenshot shows a checkout page for FLYFR. It includes a navigation bar with links for HOME, BUNDLE DEALS, HOTELS, CAR, FLIGHTS, CRUISES, THINGS TO DO, DEALS, and a SEARCH button. The main content area is divided into several sections: 'Booking details' with fields for email, first name, last name, phone, address, country, city, and zip; 'Credit card information' with fields for credit card number, expiration date, and verification code; and a 'Commanded for you' section featuring a 'Mexico Spa Resorts - Inreal Resorts' offer with an 'ADD TO CART' button. A 'Booking summary' section shows 'One Room(s) - One Night(s)' with arrival and departure dates and a total price of USD 770.00. A 'SET RATE ALERT' button is also visible.

Segment

The campaign targets visitors who began the checkout process but did not add an ancillary product(s).

Measure

Success will be determined by the number of customers who, after being presented with an offer during the checkout process, ended up purchasing an ancillary product.

Setup

A campaign should be created with following characteristics:

- Use a popup or an inline message
- Serve the message during the checkout process
- Provide a single click option for including the offer in the traveler's order