

Travel - Web Use Cases



Newer Topic in Salesforce Help

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NOTE

Interaction Studio Surveys (in bold) is available for Interaction Studio **Premium** Edition customers. It is not available for Interaction Studio Growth Edition customers.



When it comes to personalizing your website to increase the conversion rate at each step along the prospect and customer journey, consider the customer lifecycle. There are six key stages in the lifecycle below. - you may have more when you look at your conversion funnel: Onboard, Discover, Compare, Convert, Expand, and Retain.

Once you determine the qualification criteria for each stage of the funnel and what you want customers to do to advance to the next stage, you can layer in real-time personalization that makes it easier for website visitors to continue the journey and move to the next stage. Accelerate success by following the guidance in the following use cases.



How to use these articles

The use cases listed in the table below were designed to give Interaction Studio customers a selection of personalization examples that have been used by other customers to drive impact on their websites within the travel industry. Used in conjunction with the 'Planning for Success' content and your unique business and marketing goals, select use cases based on the journey stage, then follow the instructions to reduce your time to value using web personalization.



Onboard	Discover	Compare	Convert	Expand	Retain
<i>Contextually introduce & inform; capture key identity elements</i>	<i>Inspire & ensure easy exploration of relevant products and content</i>	<i>Encourage active product evaluation; recognize signs of defection</i>	<i>Reduce time to value with the product or service</i>	<i>Increase adoption throughout the customer lifecycle</i>	<i>Nurture and grow LTV, while reducing attrition</i>
Exit Intent / Bounce Prevention	Einstein Recipes - Destination Articles	Einstein Recipes - Similar Properties and You May Also Like Properties	Customer Testimonials / Reviews	Einstein Recipes - Cross Sell / Add On Items	Einstein Recipes - New Destinations / Packages
Einstein Recipes - Blogs	Email Capture	Recently Viewed Properties / Vacations	Booking / Browse Abandonment	Einstein Recipes - Upgrade Offers	Prompt for Survey / Review
Referring Source Targeting	Continue the Conversation	Comparison Shopping	Email / Offer Interaction	My Bookings / Trips Page	
Einstein Recipes - 404 error, Null Search Results	Einstein Recipes - Location or Destination				
Interaction Studio - Surveys					