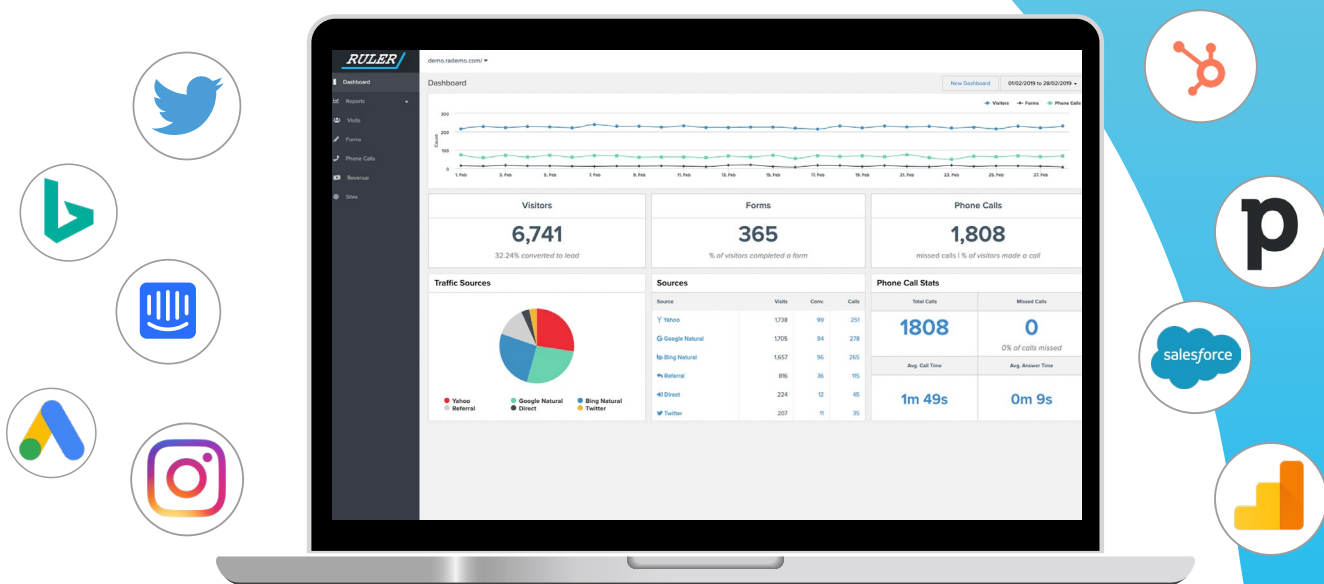


RULER



ATTRIBUTION INSIGHTS Travel Industry



EVIDENCING MARKETING SUCCESS FOR TRAVEL OPERATORS

Given the nature of working within a competitive and fragmented industry, the marketing of travel products is difficult enough as it is.

Couple this with lengthy sales cycles and multiple conversion channels, the landscape for travel marketers to understand the effectiveness of their campaigns gets even trickier to navigate.

To help clear the path, Ruler Analytics helps organisations within the travel industry, and their supporting agencies, attribute revenue to their marketing activity across the entire customer journey via our call tracking and multi-touch marketing attribution technology.

In this report, we've highlighted some statistics, trends and observations made from working with such companies to help improve their marketing measurement and effectiveness.

ABOUT RULER ANALYTICS

Ruler Analytics is a visitor level multi-touch marketing attribution product for forms, phone calls & live chat, evidencing every step a visitor makes in their journey and matching revenue back to the source.

By automatically integrating with your CRM, analytics and other products, Ruler 'closes the loop' between leads and revenue.

Ruler Analytics call tracking and multi-touch marketing attribution technology enables organisations within the travel industry to attribute revenue to their marketing activity and understand the steps customers make in the decision making decisions.

By closing the loop between sales revenue and marketing activity, Ruler's platform provides a single point of truth to identify which campaigns are driving revenue, allowing organisations to make meaningful decisions to optimise marketing spend.

With 1,000+ integrations with the world's leading applications, Ruler Analytics can sync data back to Google Analytics, your CRM or paid media solutions to give insight where you need it most.



BENCHMARKING

We conduct an annual benchmark report to allow you to compare your conversion rates against the industry.

We sampled the Ruler Analytics global database which has over 100 million data points. The global database primarily consists of high-budget advertisers and marketers who seek higher value leads, with the period between the initial visit and the conversion taking place over an extended course of time.

As such, our data sample is aimed towards the behaviour of larger, lead-based businesses and more sophisticated marketers.

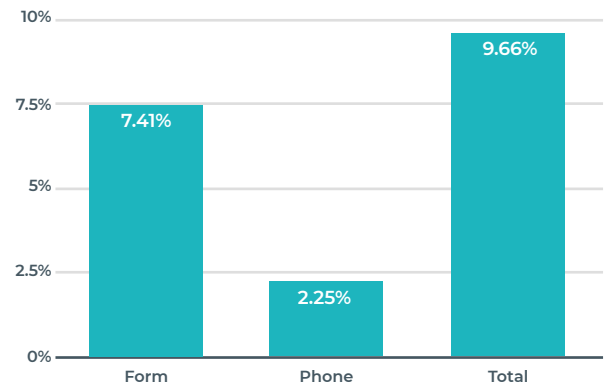
KEY FINDINGS

Conversion rates with travel operators were high across the board, most likely due to the lead or quote generation nature of the industry.

Whilst form fills convert at a better rate, phone calls still offer a significant opportunity.

There was also a huge skew towards form leads acquired through paid search to drive first touch awareness. The average touch points to conversion was 4.4.

TRAVEL INDUSTRY AVERAGE CONVERSION RATE



TRENDS & OBSERVATIONS

The following are trends and observations we have made from working with numerous travel companies to help improve their marketing measurement and effectiveness:

MARKET LANDSCAPE

It is commonplace for bespoke and specialist providers to serve holidaymakers looking for a unique 'bucket-list' experiences

Such businesses will run multiple sites catering for niche offerings, making reporting on fragmented campaigns difficult

Organisations will often have specific hotel chain or location specialists in teams served by call routing and lead forwarding

Travel operators will use bespoke or industry specific global distribution systems (GDS) which can be difficult to integrate with

The travel industry is a highly competitive and noisy market, making operational and budget efficiencies vital

LEAD GENERATION & CONVERSION

Paid Media is the key channel for driving initial top of the funnel awareness

Leads will utilise a generic search term or ad, followed by brand paid, organic home or direct visit as a customer continues their decision making

Multiple call to actions will be in play, including Forms, Calls or Live Chat - with some operators driving footfall instore, making linking up activity with revenue a challenge

Leads tend to originate online and close on the phone or instore, due to the bespoke, premium and detail-heavy nature of the product

SALES CYCLE & LIFETIME VALUE

Lead to Revenue cycles can be prolonged over months or years, as customers plan trips in advance and modify their bookings

Customers often loyal to brand so customer acquisition cost and lifetime value become key metrics

VISIBILITY & ACCOUNTABILITY

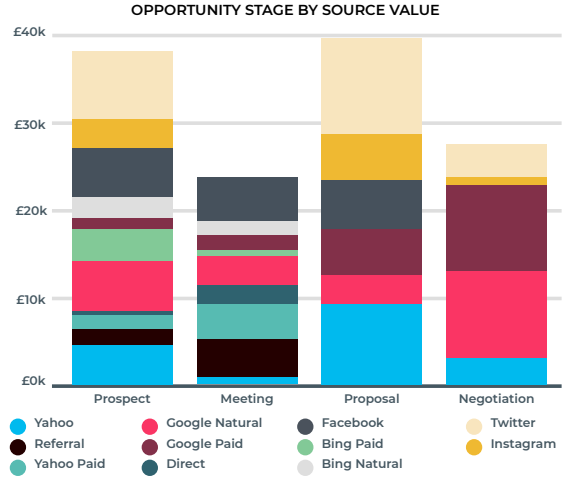
Marketers lack insight due to the disconnect in time and tools between marketing touch points and sales revenue

Sales representatives with commission targets will often claim conversion due to nurturing but ignore the effort of marketing touch points

SOLUTION

Ruler helps solve the disconnect between leads and revenue by providing some of the following features and integrations:

- Multiple touch point visitor journey tracking
- Visitor level conversion tracking (e.g. Email & Phone)
- CRM/in-house tool enrichment such as Salesforce & Microsoft Dynamics with First & Last Click touch points
- Integration of CRM revenue data into Google Ads, Google Analytics, Bing and Facebook
- CRM Opportunity Stage analysis segmented by Channel (Count and Revenue)
- First click to revenue and Life Time Value beyond 90 day Google look back windows



ENRICHED CRM DATA WITH FIRST & LAST CLICK TOUCH POINTS

▼ Ruler Analytics			
First Click Source	Google Paid	Last Click Source	Google Organic
First Click Keyword	salesforce web-to-lead google analytics	Last Click Keyword	
First Click Campaign	salesforce forms	Last Click Campaign	
First Click Medium	cpc	Last Click Medium	organic
First Click Gclid	EAtslQoCMMmqjWfmp3AVVZ3H2hJwUeEAYASAAEg0_ID_Buf	Last Click Gclid	
First Click Landing Page	https://www.ruleranalytics.com/integrations/salesforce-web-load-forms/	Last Click Landing Page	https://www.ruleranalytics.com
Google Client ID	60954236.1531940088	Page Views	15
Ruler Journey Link	https://app.ruleranalytics.com/#visitors/380184239	Sessions	2
Ruler Visitor ID	380184239	Average Session Duration	0h 3m 16s



CASE STUDY

- Luxury, bespoke tour operator
- High online activity leads to offline sale
- Several bespoke Ruler integrations in place

As a luxury tour operator, Destinology offer 5 star and above holidays across the world, tailoring each experience to the individual.

As such a holiday can cost tens of thousands, the website attracts a high net worth demographic and individuals with disposable income.

When price point is not a primary concern, service plays a huge role in a customer's decision making process, making phone conversations vital in building rapport and ultimately leading to conversion.

After their first enquiry, which typically originates online, customers are assigned an individual travel consultant with a direct dial who will act as their point of call pre, during and post trip.

This posed a challenge for marketing teams, as at this point they lost sight of the customer and couldn't tie the eventual spend back to the source of the initial enquiry.

Combining both dynamic call tracking and marketing attribution via Ruler Analytics, Destinology was able to track all activity leading to the enquiry, then match revenue back to the campaign to evidence the effectiveness of their marketing campaigns.

This process takes into account several bespoke integrations with Destinology's proprietary systems, including nightly revenue data feeds via csv and passing matched data back into marketing platforms such as Google Analytics and Ads.

By utilising the Ruler Analytics solution, Destinology is now able to track a customer's end to end journey, both offline and online, and attribute revenue to campaigns to identify marketing performance and optimise future activity.

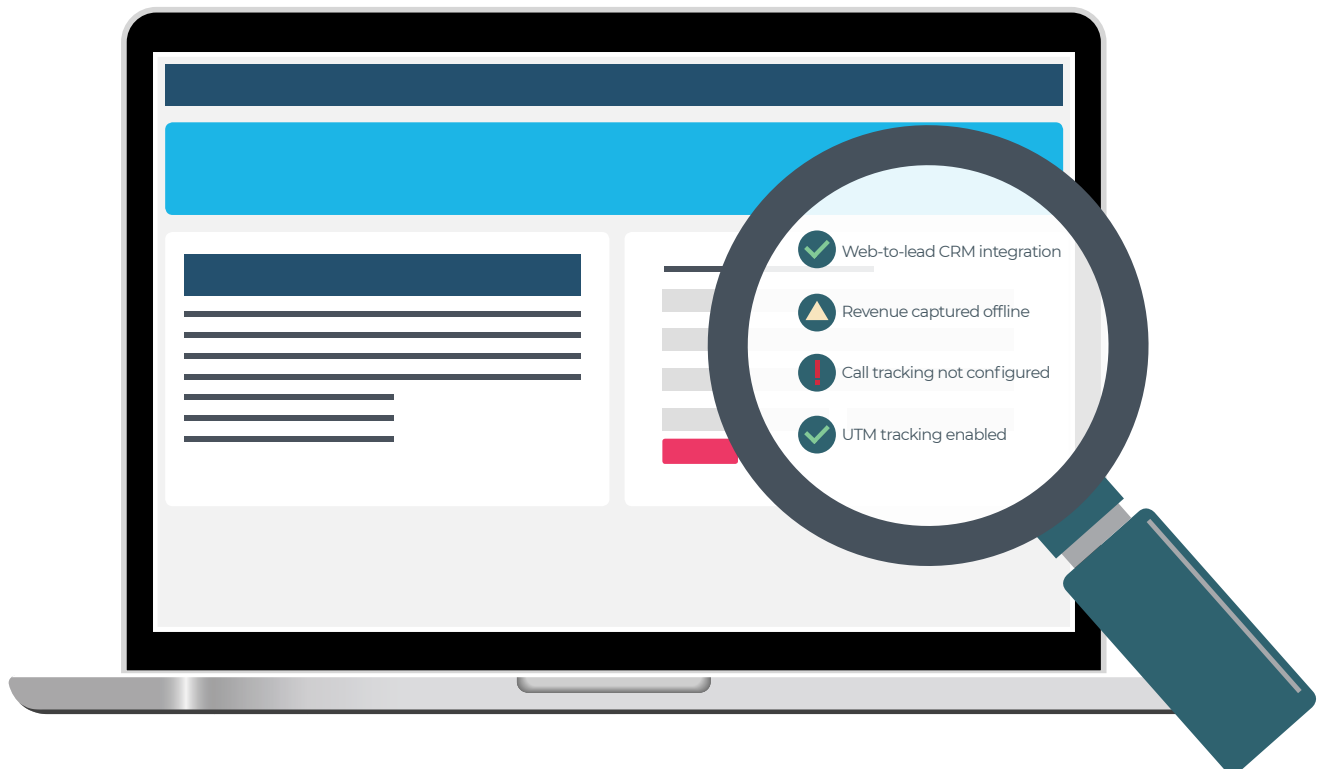
WANT TO FIND OUT MORE? TAKE OUR FREE CONVERSION AUDIT

Ruler's conversion audit helps organisations understand the performance of their existing channels, benchmarked against industry standards.

Utilising Ruler's experience in travel and marketing attribution expertise, the conversion audit takes a forensic look into key features of your website and sales channels to provide consideration points for greater visibility of the success of your marketing activity.

- Landing page effectiveness
- Web-to-lead CRM integration
- Opportunity stage analysis
- Attribution best practice
- Call to action reporting
- Campaign tag and UTM utilisation

To request your free audit, email info@ruleranalytics.com



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