

When Every Penny Counts!

How call tracking has benefited TUI Travel PLC



Presented by:

Nick Crump – Sales Director
AdInsight – @AdInsight

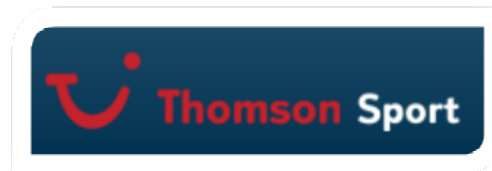
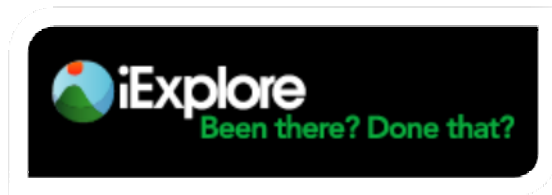
Jo Bradbury – Sector Paid Search Manager
TUI Travel PLC

On-Line Web Analytics



TUI Specialist & Activity Sector

105 UK and global travel brands, including...



Our online distribution channel

- ◉ Strategic focus to grow online acquisition
- ◉ All of our brands have invested heavily in their websites
- ◉ Growth in online marketing budgets to support this
- ◉ Social media, display, remarketing and search continue to play a vital role

Divisional Online Challenges

- ⦿ Many brands offer:
 - Complex travel itineraries
 - High-value trips and holidays
 - Leading to lengthy purchase decisions
- ⦿ Reassurances are often necessary for our customers
- ⦿ Certain travel options cannot be booked online
- ⦿ Some of our brands' websites are entirely non-transactional
- ⦿ Which leads to...



TUI identified that there was an enormous gap in its overall analytics solutions, and over the last two years many of these brands have implemented an advanced, visitor level call tracking solution, designed to bridge the gap between the on-line and off-line conversions.

So what does that mean?

Advanced call tracking

- Known as visitor or keyword level call tracking
- Each visitor is shown a phone number unique to them
- When they call the unique number you can link the call to their web session
- You can then find out how they found the website, the search phrases used and what they did on your website before during and after the call

Advanced call tracking



Call Trends

82.93%	↑ (3.44%)
9.65%	↓ (-3.11%)
6.62%	↑ (2.85%)
0.80%	↓ (-3.18%)



Dashboard

The dashboard provides a snapshot of phone call and visitor data to help you quickly identify trends. You can also review your call handling and campaign performance over time, so you can quickly determine whether your marketing decisions are having a positive impact or not.

Caller Locations

AdInsight is usually able to identify which locations your calls are coming from, so you know which geographic areas are responsive to your marketing.

Visitor #4243368	Total visitors: 4	Total touchpoints: 4	Total page views: 14
Total time on site: 00:11:36		Total calls: 3	
Visitor #540451	Page views this visit: 7		Total visit time: 00:09:37
Action & goals	Date/time	Time to next action	Information
Left website	29-Dec-2011 11:57:39		
Exit page	29-Dec-2011 11:57:39	0m 0s	http://www.adinsight.com/our-clients
Page view	29-Dec-2011 11:56:21	1m 18s	http://www.adinsight.com/careers
Page view	29-Dec-2011 11:56:21	2m 0s	http://www.adinsight.com/our-clients
End of call	29-Dec-2011 11:53:50	0m 31s	Lead value: 3 Call duration: 5m 28s
Page view	29-Dec-2011 11:49:03	4m 47s	http://www.adinsight.com/our-clients
Page view	29-Dec-2011 11:48:51	0m 12s	http://www.adinsight.com/
Page view	29-Dec-2011 11:48:26	0m 26s	http://www.adinsight.com/contact-us
Start of call	29-Dec-2011 11:48:22	0m 3s	Call location: UK - Leeds Customer number: 01133 Tracking number: 08447
Landing page	29-Dec-2011 11:48:02	0m 20s	http://www.adinsight.com/ Direct traffic - Online other

There was an interval of 1 days, 1 hours and 34 minutes between these visits.

Visitor History

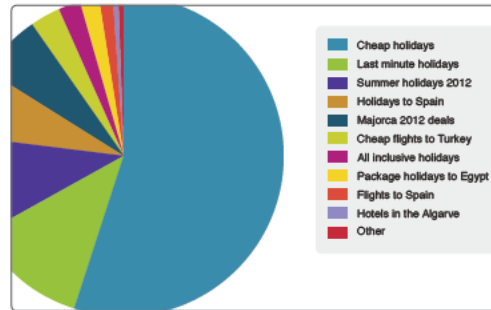
Shows you how each visitor is interacting with your business both via your website and over the phone. This includes how they found your website, what pages they viewed before during and after they call and how often they return.

To Visit Id	Medium Channel	Campaign advert reference	Date & Time	Call duration	Disposition	Sales value	Lead value
0847042XXX 09565	Organic search	www.google.co.uk	10-Aug-2011 16:31:11	00:02:48	ANSWERED	£150.00	
0847042XXX 09470	Online other	Direct traffic	12-Aug-2011 19:12:17	00:00:14	ANSWERED	£700.00	
08447042XXX 09472	Online other	Post visit Direct traffic	12-Aug-2011 10:22:06	00:05:49	ANSWERED		
08447042XXX 09472	Online other	Post visit Direct traffic	13-Aug-2011 16:31:11	00:03:09	ANSWERED		

Call Log

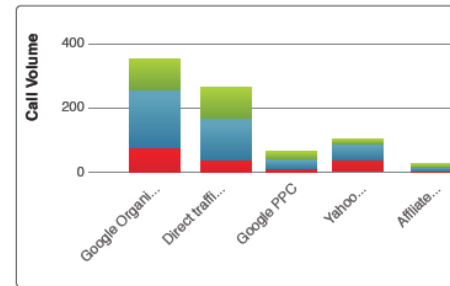
Provides you with individual call records of every call, including campaign and traffic source information, what search phrase they used and whether the call resulted in a lead or a sale.

Advanced call tracking



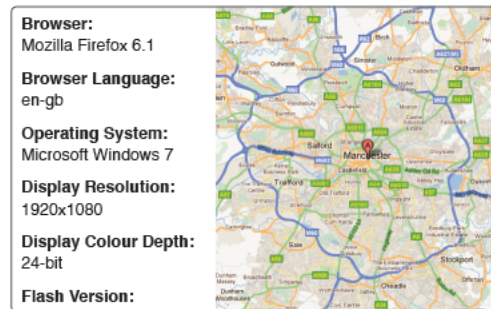
Keyword Report

Find out which keywords generate phone calls to your business. AdInsight reports on every keyword including long tail and misspellings.



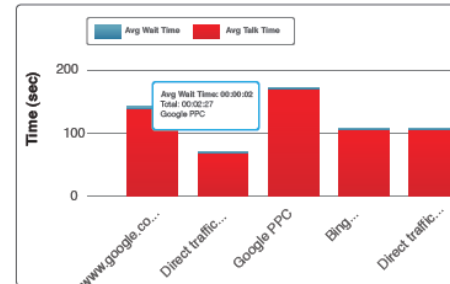
Call Volume

You can quickly identify your best performing campaigns and the areas of spend that are less productive.



Visitor Information

You are able to analyse visitor information such as IP address, location and browser information.



Call Duration

Longer conversations generally mean better quality leads. Knowing which traffic sources generate more meaningful conversations will allow you to better focus your marketing.

TUI and AdInsight

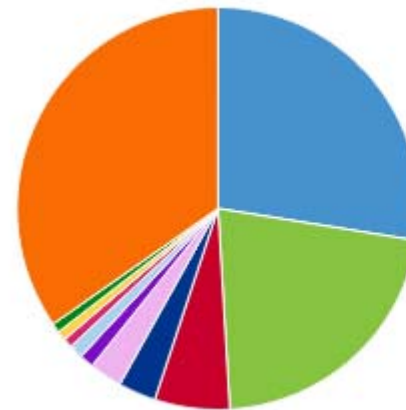


The Missing Piece of the Puzzle



Keyword Reporting

- A common issue with paid search marketing:
- Generic keywords previously thought to be low-converting and ineffective
- We can now see that many of these keywords have generated valuable telephone calls and offline sales

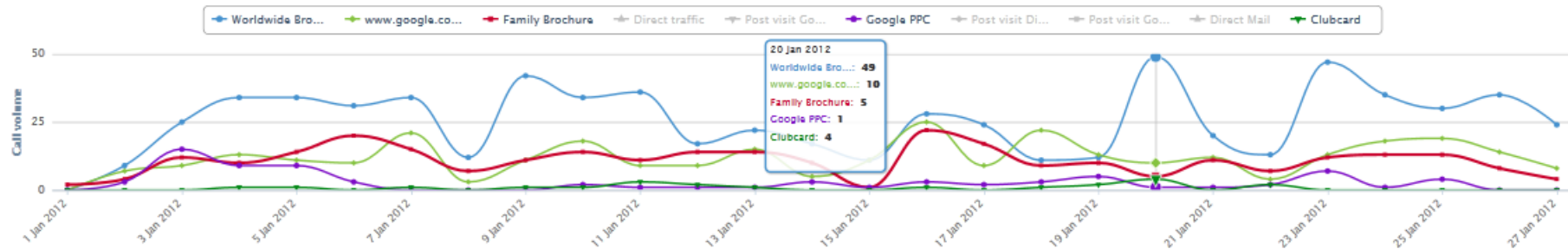


Visitor Path and History

Actions & goals	Date / time	Time to next action	Information
Left website	30-Dec-2011 10:22:01		
Exit page	30-Dec-2011 10:20:00	2m 1s	http://www.adventurecompany.co.uk/tours/viva-cuba/extras
End of call	30-Dec-2011 10:16:47	3m 13s	Call duration: 6m 32s
Page view	30-Dec-2011 10:16:27	0m 20s	http://www.adventurecompany.co.uk/tours/viva-cuba/itinerary
Page view	30-Dec-2011 10:15:36	0m 51s	http://www.adventurecompany.co.uk/tours/viva-cuba
Page view	30-Dec-2011 10:13:30	2m 6s	http://www.adventurecompany.co.uk/tours/viva-cuba/prices
Page view	30-Dec-2011 10:13:22	0m 8s	http://www.adventurecompany.co.uk/tours/viva-cuba
Page view	30-Dec-2011 10:12:52	0m 30s	http://www.adventurecompany.co.uk/americas/cuba
Page view	30-Dec-2011 10:11:51	1m 1s	http://www.adventurecompany.co.uk/tours/salsa-cubana
Start of call	30-Dec-2011 10:10:15	1m 36s	Customer number: [REDACTED] Tracking number: 0845-[REDACTED]
Page view	30-Dec-2011 10:09:05	1m 10s	http://www.adventurecompany.co.uk/tours/salsa-cubana/prices Call location: UK - Narberth Customer number: 01834-[REDACTED] Tracking number: 0845-[REDACTED] tours/salsa-cubana
Page view	30-Dec-2011 10:08:33	0m 32s	
Page view	30-Dec-2011 10:07:47	0m 46s	http://www.adventurecompany.co.uk/americas/cuba/trips
Page view	30-Dec-2011 10:07:35	0m 12s	http://www.adventurecompany.co.uk/americas/cuba
Page view	30-Dec-2011 10:07:17	0m 18s	http://www.adventurecompany.co.uk/americas/cuba
Page view	30-Dec-2011 10:06:38	0m 39s	http://www.adventurecompany.co.uk/americas
Page view	30-Dec-2011 10:04:12	2m 26s	http://www.adventurecompany.co.uk/family/teenage-holidays
Landing page	30-Dec-2011 10:03:55	0m 17s	http://www.adventurecompany.co.uk/family Google - Organic search [google.co.uk] Keyword: family teenage holiday cuba Referrer: http://www.google.co.uk/url?sa=t&ct=j&q=family%20lee

- Online conversion is still paramount
- We can see the exact page the caller was looking when they picked up the telephone
- Allows us to identify “problem pages”
- Showing us where serious browsers are abandoning their online purchase and picking up the telephone

Calls Over Time



- We have been able to review staffing needs based on call volumes and patterns
- We also identified the need to change some confusing “out of hours” answer machine messages
- Able to follow up any missed calls via email alerts sent directly to our sales teams

Geographical Data

Geographical data is available to identify the caller's location by std code

- TUI were able to create regional offers prioritised by demand from geo-locations
 - We were able to create targeted online campaigns
 - And highlighted offline advertising opportunities



What does it mean?



- ⦿ Prior to implementing Call Tracking on one of our brands, our paid search allowable Cost per Lead was 'on target'.
- ⦿ After we integrated AdInsight with Marin we could then see all of the telephone call 'conversions' at keyword and campaign level.
- ⦿ This instantly reduced our CPL by nearly half.
- ⦿ As a result of this we were able to intelligently increase our spend and visibility to obtain more leads within the specified target.



What does it mean?



- By having access to the performance of calls by their source, and a mixture of refining campaigns, keywords and other online media, one brand within TUI saw their online revenue increase by 30%



In Conclusion.....

- ◉ Visitor level call tracking has provided the tool that TUI needs to compare its online and offline marketing efforts
- ◉ They have been able to reduce their spending on ineffective advertising, and intelligently up-weight the advertising that works
- ◉ Far less waste

Any Questions?

