

Vueling's flight ticket sales increased by 20% with Google Analytics



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ABOUT GOOGLE ANALYTICS

Google's web analytics service enables advertisers and publishers to make their marketing campaigns more efficient and their websites more effective. Advertisers can increase their return on investment by optimizing online marketing campaigns, tracking referral sources, improving web design and content, and identifying visitor preferences. Google Analytics' intuitive interface makes it easy to segment customers, identify top performing ad campaigns, and understand user preferences.

For more information, visit www.google.com/analytics.

Company profile

Vueling airlines, born and founded in Barcelona in February 2004, has operating bases in Barcelona and Madrid, from where it serves the main routes in southwest Europe. During its first year and a half, Vueling experienced magnificent growth: the number of employees rose from 90 to more than 570, the fleet increased from 2 to 13 airplanes and it flew more than 4 million passengers.

Vueling offers low cost seats with quality service. It has three main USPs: direct online sales from its call centre and, more importantly, its website; new planes designed to save on fuel and have an efficient operating system; and a flight crew that is based in the city of departure.

Challenges

Vueling.com has built up its brand image mainly in the online advertising channel and other channels like press, radio and TV. The impact of quality advertising campaigns has quickly increased its market share. Since the very beginning, Vueling has identified the advantages of online advertising through presence in search-engine sponsored links, CPC models and CPM campaigns in different portals, CPC in sites, affiliation programmes and comparison sites. The airline considers search-engine advertising to be very interesting because it is targeted, efficient and intelligent compared to traditional advertising.

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Control over advertising budgets is essential for Vueling and it has always tried to calculate ROI metrics. Even though Vueling has used different ROI systems, it decided to adopt Google Analytics, a tool that “measures not only online marketing budget performance, but also analyses in-depth user behaviour and interaction with the website, identifying ways to improve user experience”, says Anna Caceres.

Google Analytics is a “one-stop-shop”: advertising budget control, web analytics and visitor website navigation tracking. In this sense, Google Analytics brings together various functionalities that used to be performed with different tools in the past.

Results

“Google Analytics is an excellent tool that provides meticulous understanding of the evolution of the traffic on your website. It allows you to identify where users abandon the site. Consequently, evaluate the design of your website and improve the performance of your different advertising campaigns”, says Anna Caceres.

Two months after the implementation of Google Analytics, the number of conversions increased by 20%, there was also a 10% reduction in the cost of conversions. Analytics encourages the most profitable visits and makes potential clients more attracted to the conversion. As a result of the integration of Google Analytics with Adwords, Vueling modified and extended its keyword list to attract more potential clients, increasing market share. “Google Analytics helped us discover that many of our clients lived in countries where we don’t operate. This encouraged us to launch advertising campaigns in those markets. It also assessed the percentage of conversions that came from our position in natural search.”

Analytics allows Vueling to unify all the sources of information and eliminate duplicity in conversion accountancy.

“Google Analytics is very easy to install and it’s comprehensive, easy to use and clear in the way it presents the information compared to other tools in the market. It is also dynamic since it is always improving and updating”, says Anna. In this sense, the implementation of Google Analytics has been one of the most important decisions in relation to the management of information in the company.

