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### About Fairmont Hotels & Resorts

- [www.fairmont.com](http://www.fairmont.com)
- Fairmont is a luxury hotel company with more than 60 distinctive hotels and resorts worldwide

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### Goal

- To gain a better understanding and optimize social media marketing efforts

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### Approach

- Used campaign tracking variables to monitor Twitter campaign performance
- Employed advanced segments to measure user behavior and conversion data

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### Results

- Insights into effectiveness of social media campaigns
- Improved understanding of social media referred visitors

# Fairmont Hotels harness the power of Google Analytics to optimize social media marketing

*"Just by adding campaign parameters, we are now able to understand how many clicks are coming from Twitter beyond those from Twitter's web interface, and we can measure user behavior and conversion data."*

*- Barbara Pezzi, Director of Analytics and Search Optimization,  
Fairmont Raffles Hotels International*

## Overview

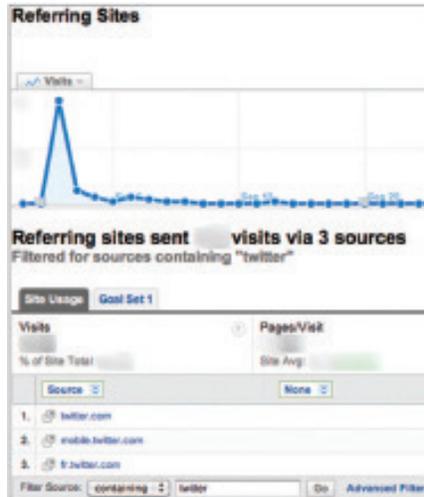
More and more marketers are engaging with their customers through social media channels such as Twitter, Facebook and Google Buzz. Fairmont uses Twitter to increase awareness of offers and drive traffic to sites within their portfolio. To get the most out of the medium however, it's essential to do more than simply generate online buzz. Successfully increasing future conversions depends on Fairmont's ability to accurately identify and track website traffic generated by their tweets.

Visits from Twitter's web interface are reported as referral traffic in Google Analytics, so if a user clicks on a link to the Fairmont website from a tweet, "twitter.com" appears in the referring sites report. But a significant proportion of Twitter traffic doesn't originate from twitter.com; many Twitter users don't use the web interface, instead employing one of the many desktop clients or mobile apps available. In addition, a link that's been posted on Twitter might be forwarded via email or SMS. In all these cases, any traffic which in theory should be attributed to Twitter activities will be reported as direct or other referral traffic.

## In a manner of speaking

Fairmont's Director of Analytics and Search Optimization, Barbara Pezzi, describes how this problem was solved thanks to the use of Google Analytics' campaign tracking variables. "Campaign tracking variables allow us to tag our links so that Google Analytics can recognize and measure non-AdWords campaigns that brought visitors to our site. You can use these tags to track paid search and display campaigns, e-newsletters, social media campaigns and more."

When campaign tracking variables are applied to any link in Fairmont's tweets, the traffic resulting from those tweets is correctly attributed to the respective tweet regardless of where the visitor found and clicked on the link. "Generating these tags is very simple using the convenient URL Builder tool," Barbara says. Tagging can result in lengthy links, which use up valuable characters in a 140-character message, so Barbara's team keeps them short by using free URL shortening services such as goo.gl.



Without URL tagging we cannot differentiate between organic and campaign tweets

More last minute Labor Day options - our Twoose packages in Boston & Newport Beach - <http://bit.ly/HLChR> & <http://bit.ly/TCQZ855>

Example tweet with tagged URLs put through URL shortener

Medium	Visits	Pages/Visit	Avg. Time on Site
organic	100	2.00	00:01:10
social	100	2.00	00:01:10
twitter	450	2.75	00:01:10
enabls	400	2.75	00:01:10
@twitter	400	2.75	00:01:10

Our tagged social media campaigns show up under Medium as "socialmedia"

Source/Medium	Visits	Pages/Visit
1. twitter (socialmedia)	450	2.75
2. twitter.com (organic)	400	2.75

Now we can differentiate between organic tweets and campaign tweets

## Here they come

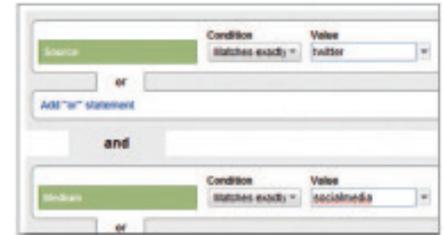
"Tagging our links takes care of the mechanics of tracking our Twitter traffic. Once we've set that up, we wait for the traffic to start flowing in, and then start analyzing and taking action on our incoming data," Barbara reveals. The tracking parameters will classify the visits from Twitter as social media and the campaign parameter will contain a unique identifier for each particular Twitter post. "Since we use the same naming convention for all our social media posts, we can easily monitor the aggregate growth and traffic patterns of our social media efforts by viewing our traffic sources by medium."

Google Analytics allows Barbara to compare the quality and growth rate of the Twitter traffic generated by Fairmont's own activities compared to the "organic" traffic received from Twitter, such as when a guest independently tweets about their experience at one of the properties. Since each Twitter post is uniquely tagged, Barbara can review how each one performed, first by selecting the chosen traffic channel and then by selecting the specific campaign.

"We are now able to view how many visits each campaign tweet generated as well as additional data such as bounce rate and the number or percentage of new visitors. We can also see how these tweets contributed to room bookings, revenue and conversion objectives by clicking on the 'Goal Set' and 'Ecommerce' tabs. This allows us to understand better what our visitors are interested in and which stories resonated the most."

Source	Views	Percentage
1. Direct Traffic	181	3.2%
2. Referral	488	2.7%
3. Display Ads	89	4.0%
4. Twitter	82	1.0%

We also tag all our links to identify specific campaigns. These can also be viewed in our GA reports.



Our advanced segment set up to segment visits from our Twitter campaigns

Content by Title Report:

138 page titles were viewed a total of 1,851 times in the "Twitter Visitors" segment.

Page Title	Views	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. [Page Title]	100	100	00:01:25	43.75%	25.49%
2. [Page Title]	75	75			
3. [Page Title]	13	13			
4. [Page Title]	58	58			

Our advanced segment applied to our context reports allows us to see what content our social media visitors consume.

Product Report:

- Quantity: 190
- Unique Purchases: 65
- Product Revenue: \$47,978.93

Our advanced segment applied to our transaction reports allows us to see which products our Twitter visitors are interested in.

Barbara takes this a step further, by introducing advanced segments to analyze the traffic more closely. "First, I create a segment for our Twitter traffic, then I apply this segment to any report I might be interested in. For example, I might wish to see what content these visitors consume when they land on our site, or even which hotel they booked."

These initiatives go a long way toward helping Barbara discover how customers interact with Fairmont's digital marketing messages. "Just by adding campaign parameters, we are now able to understand how many clicks are coming from Twitter beyond those from Twitter's web interface. More importantly, we can measure user behavior and conversion data. With those numbers in hand, we are a step closer to measuring the effectiveness of our social media campaigns and better evaluating where to spend our time and effort."

## About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit [google.com/analytics](http://google.com/analytics).

