



About Swissôtel Hotels & Resorts

- www.swissotel.com
- Part of Fairmont Raffles Hotels International
- Deluxe hotels in 26 cities around the world

Goals

- Understand performance of digital marketing spend
- Monitor user behaviors to tailor advertising for greatest appeal

Approach

- Employed advanced segments to compare conversion rates
- Tailored ad texts according to the values of specific user groups

Results

- Doubled visitors and transactions from one campaign
- Improved average order value by nearly 30%
- Nearly doubled the e-commerce conversion rate
- Increased revenue by almost 70%

With insights gained through advanced segmentation, Swissôtel AdWords optimization generates vast improvements in per-visit value metrics

"Advanced segments have been a huge asset to me in understanding who my visitors are and what they enjoy about our business offering. My parting words of advice are 'keep on segmenting!'"

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

Overview

Swissôtel Hotels & Resorts is a distinctive group of deluxe hotels in 26 cities around the world that cater to discerning business and leisure travelers. With search marketing in the hospitality sector an extremely competitive playing field, Swissôtel understands that it's vital to track where its digital marketing spend is going and whether it's actually working. Furthermore, the ability to monitor who is spending money with the company is a significant benefit to investing wisely and generating future income.

Cross country

To analyze audience behaviors, Barbara Pezzi, Director of Analytics & Search Optimization for Fairmont Raffles Hotels International, turned to the advanced segments features of Google Analytics. "I use advanced segments to understand the behavior of my paid visitors and to answer questions like 'What happened after paid visitors clicked on an ad', and 'How does the behavior of paid visitors differ from the behavior of organic visitors from the same countries or markets?'"

Barbara's team recently used advanced segments to improve their advertising campaigns in several countries. "We run Google AdWords campaigns in Australia, the US and the UK for one of our Singapore properties," says Barbara. "The goal of the campaign is to drive sales by getting prospective customers to click on our AdWords ads and then make a purchase on our site."



Out of a total of 7 visits...

Test Segment

Condition	Value
Matches exactly	Swissôtel Stamford
<input checked="" type="checkbox"/> case sensitive	Swissôtel Stamford - All

or

Condition	Value
Matches exactly	Swissôtel Stamford
<input checked="" type="checkbox"/> case sensitive	

or

Condition	Value
Matches exactly	Swissôtel Stamford
<input checked="" type="checkbox"/> case sensitive	

Add "or" statement

and

Add "and" statement

...this segment matches 7 visits

Test Segment

Name segment: Google PPC Stamford

Save Segment Save and Apply to Report

Advanced segment settings to identify visitors from the Swissôtel Stamford AdWords campaigns

Detail Level: Country/Territory Individual Country/Territory performance: Ecomm

Country/Territory	All Visits	Google PPC Stamford
Australia	[Blue bar]	[Orange bar]
United States	[Blue bar]	[Orange bar]
United Kingdom	[Blue bar]	[Orange bar]

Applying the advanced segment allows Swissôtel to differentiate between AdWords and non-AdWords visits

"Google PPC Stamford" segment

Country/Territory	Average
Australia	1077.00
United States	1077.00
United Kingdom	11,000.00

The e-commerce average order value was significantly higher for AdWords visits from the UK



Barbara let the campaign run for a few weeks and then began to optimize it. To do this, she first created advanced segments for paid visitors from Australia, the US and the UK, giving each campaign a unique name. These advanced segments enabled Swissôtel to compare the e-commerce conversion rate of paid visitors - or the percent of paid visitors that make a purchase on the site - with the e-commerce conversion rate of organic visitors. With minimal effort, they were able to compare additional metrics such as average order value to analyze how much paid visitors from each country typically spend.

Hitting home

This initial analysis quickly established that paid visitors from the UK were spending twice as much as their Australian and American counterparts in a single transaction. However, the site was receiving fewer visits from the UK compared to the US and Australia, so Barbara was able to rapidly identify room for improvement in the conversion rates from paid UK visitors.

Page Title	Conversion Rate
Swissotel Hotels & Resorts Reservations	10.03%
Hotel/Bates - Luxury Hotel Singapore - Swissotel	4.23%
Luxury Hotels and Resorts - SwissotelHotels.com	1.41%
Hotel/Room Gallery - Luxury Hotel/Room Singapore	7.00%
Restaurant and Bar Overview - Luxury Hotel/B	1.20%
Hotel/Room Gallery - Luxury Hotel/Singapore - Sw	1.04%
Hotel/Spa - Luxury Hotel Singapore - Swiss	1.03%
Wellness Gallery - Luxury Spa Hotel Singapore -	1.03%

Content that the AdWords visitors from the UK viewed

“From there, it’s a natural progression to segment further and analyze what our AdWords visitors from the UK were doing on our site and what content they’re consuming,” Barbara reveals. Consequently, she created a new segment specifically for paid visitors from the UK. “This segment gives me more insight into how I can make my site more attractive to paid visitors from the UK. I know, for instance, that UK visitors spend much more time viewing our rooms and restaurants compared with Australians, who favor the promotions and packages section of the site. With this information, I can tailor my ad texts and landing pages and place greater emphasis on ‘beautiful rooms and suites’ for UK visitors and ‘great deals’ for Australians visitors.”

The formula is clearly working. "After a few months of optimization, we have more than doubled our number of visits and transactions from the UK campaign and maintained the initial high average order value. The post-optimization campaign results speak for themselves," Barbara says, pointing to an increase in revenue of nearly 70% in average order value of almost 30%. "By segmenting and refining our campaign, we were able to almost double our e-commerce conversion rate and, more importantly, to improve our per-visit value metric significantly."



Six months after optimization, average order value improved nearly 30% and revenue by almost 70%

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.

