

The logo for Posadas, featuring the word "POSADAS" in a bold, sans-serif font. The letter "O" is replaced by a stylized circular icon consisting of concentric rings, resembling a globe or a sun.

About Posadas

- Mexico's largest hotel chain
 - Over 100 properties
 - www.posadas.com
-

Goals

- Achieve differentiated analysis for each hotel
 - Gain insights into abandonment behavior
 - Boost conversion rates
-

Approach

- Implemented Event Tracking in conversion process
 - Obtained customer feedback through a survey
 - Explored valuable optimization points
-

Results

- Improved site and sales strategies
- 18% increase in average conversion rate across all hotels
- Up to 88% conversion rate uplift for some hotels

Posadas implements Event Tracking to better understand conversion funnel abandonment, sees conversion rate uplift of up to 88%

Background

With hotels in Mexico as well as Brazil, the US, Argentina and Chile, Posadas is Mexico's largest hotel chain. As a user of Google Analytics, the company employed the conversion funnel feature to analyze its website's efficiency in converting visitors into customers. In this way, Posadas could easily find optimization points to help generate more profit.

A need for hotel-by-hotel analysis

Always eager to improve, Posadas wished to segment the traffic flowing through the conversion funnel in order to make a differentiated analysis for each of the company's hotels, which number over 100. Because a conversion funnel shows aggregated data of all traffic flowing through it rather than a differential analysis by product, Posadas decided to adapt its Google Analytics implementation. Beyond segmenting traffic flow, Posadas also wished to enrich the abandonment analysis by uncovering the opportunity cost of users leaving the booking process before completing a transaction.

Event Tracking enables differentiated data

The Posadas conversion process begins when a user searches for room availability in one of the company's travel destinations. The search results provide a list of rooms for which the visitor can request an instant quote. After selecting the preferred room, the visitor proceeds to make a payment and complete the reservation.

So, the conversion funnel involves three steps:

- Step 1: Check room availability
- Step 2: Request an instant quote
- Step 3: Reservation payment

To get more details about this process, Posadas implemented Event Tracking for steps 1 and 2. This customized implementation meant that Posadas could get a data matrix showing the differences in traffic flow for each of the steps, for each hotel. The company could also look at differences between quoted prices and actual revenue, look for significant fluctuations in traffic and money amounts, and discover potential optimization points with more detail than the standard conversion funnel report allowed.

To further enhance analysis, Posadas also implemented a survey to obtain feedback from visitors about why they abandon the process in each of the high fluctuation points. Armed with the data matrix and survey responses, the information would help Posadas to make sound optimization decisions on a hotel-by-hotel basis, to tailor pricing policies, and even to experiment with specific sales promotions.

"We were able to improve our site and our sales strategies, which led to an 18% increase of our conversion rate on average, and an increase of up to 88% for some specific hotels."

—*Monica Herrero, eCommerce & Online Marketing Manager, Posadas*

Conversion rate increases of up to 88%

"Analyzing the behavior of our visitors at this level of detail has many benefits," explains Monica Herrero, eCommerce & Online Marketing Manager at Posadas. "The first is the ability to track the differences in traffic flow through the conversion process separately for each of our hotels. We realized that there are some hotels that consistently show excellent conversion rates, but these special cases were hiding behind the average shown in the standard funnel report. The second benefit is finding the exact points in the funnel that we must optimize, which are different for each hotel. And the third benefit is discovering the reasons why our visitors abandon the process."

The work has already paid off, evidenced in solid metrics. "With these three pieces of information we were able to improve our site and our sales strategies, which led to an 18% increase of our conversion rate on average, and an increase of up to 88% for some specific hotels," she reveals. "Understanding why people leave your site before converting and trying to retain them can be a challenging endeavor, but the benefit of doing so is highly worthwhile."

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.co.uk/analytics.

