



Who Brought the Sunscreen?

Online Booking Engine Drives Higher Conversion Rates with SteelHouse Segmentation

You're not the only one who needs a vacation. Online booking engines have their work cut out for them when it comes to audience segmentation and attracting the right site traffic. With so many options for flights, hotels, and vacation packages – the competition for an Online Booking Engine is fierce to get people's attention and turn it into confirmed bookings. Travel searches do not necessarily indicate intent to purchase and many people will research a trip they never end up taking.

Advertising Tailored to their Site Visitors' Behavior

Knowing and analyzing key audience behaviors that signal intent will only take you so far if your marketing platform doesn't give you the flexibility and control to segment your audience based on all of these behaviors. With other digital marketing vendors, this company did not feel confident that they could keep a consistent message and branding in front of specific audience segments.

They knew it was premature to serve ads for hotels to someone who was first focused on finding a flight. Tailoring their ads based on search behavior was essential to creating a better user experience and driving more conversions.

SteelHouse's Audience Segmentation and Creative Ad Builder are the Perfect Combination

The goal was to drive more site traffic by getting the best offer in front of the right audience at the perfect time. Partnering with SteelHouse meant effectively re-engaging the right potential travelers in real time, while they were still actively searching their travel options.

SteelHouse started by helping them create over 30 specific audience segments in order to tailor messaging for various demographics and behaviors. Audience segments were built using both onsite behavior, and from the online travel engine's own data warehouse. Different messages were shown based on how many travel points a user has as well as how frequently that user purchases.

They then tested a variety of creative elements against each segment, including video, countdown timers, and dynamic product carousels. Dynamic content was based on the travel location the user was browsing while on site. Since SteelHouse doesn't require a product feed to power dynamic content, campaigns were launched faster than with any other vendor.



Book It! Partnering with SteelHouse Resulted in Record Breaking Conversion Rates for this Travel Site

Advanced segmentation combined with beautiful, relevant ads contributed to a ROAS of over 10x! One frozen daquiri with a mini umbrella, please.