



## What

is Conversion Analytics?

Conversion Analytics is an advanced tracking setup that provides advertisers with enhanced reporting and commission flexibility.

## How

can I enable this?

By populating custom parameters, you can parse additional data values directly to Awin.

A full guide on the integration of custom parameters is available [here](#).

# Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **airline sector**

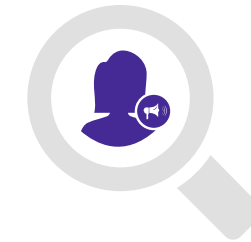
01



### Drive Growth

Gain rich channel insights based on additional data parameters. Better access where to allocate your affiliate spend, and optimise your programme growth.

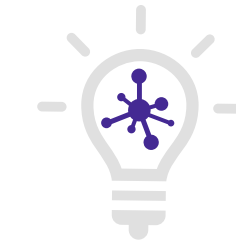
02



### See publisher contribution

Get a better overview of partner performance and learn how publishers and channels are contributing to your wider business objectives.

03



### Get comprehensive understanding

Gain a comprehensive understanding of your customers purchase journey, their lifetime value, and their purchasing behaviour. Identify trends and develop more personalised campaigns and partner specific strategies.

04



### Set up dynamic commissions

Report on the performance metrics that are most important to your brand, whilst also rewarding your partners accordingly. Set up additional conditions to your commissioning rules to get more control of your ROI.



# Conversion Analytics

Essential parameters

Enhanced Awin reporting for strategic decision making in the **airline sector**

## How

do I get the most valuable insights?

Although there are a variety of parameters that can be passed, we recommend sector-specific data that will add the most value to your programme performance.

Like the entire travel sector, the airline industry offers a wealth of data. This can help to capture customer demographics and purchase behaviour, as well as in-flight and post-flight behaviour. It is therefore critical that advertisers track and monitor deeper insights at individual transaction level to identify trends, gain insights that can lead to partner-specific strategies to further improve the customer experience.

**For the airline sector we recommend passing the following data points (P) for Conversion Analytics.**

P1

### Origin IATA code

"LHR" or "BRS"

With origin IATA codes you can accurately map the departure destination of the customer to a specific city based on airport location.

P2

### Destination IATA code

"JFK" or "LAX"

Capture the destination IATA code to accurately map the full travel journey and report and reward on destination data.

P3

### Outbound date

"30-09-2016" or "30/09/2016"

Understanding the outbound date in relation to the booking date will provide insight into last minute travel versus planned flights.

P4

### Inbound date

"07-10-2016" or "07/10/2016"

Viewing the inbound date in conjunction with outbound date you can map trip lengths, and how these vary by activity with partners.

P5

### Customer ID

"1234" or "ABCD"

By passing back this information it will enable you to see how often a customer returns through the channel. It will also allow you to provide insights into the publishers that frequent flyers are purchasing through.

P6

### Origin City

"London" or "Berlin"

Using the origin city allows you to see where customers have travelled from, which could then be tied back to publisher specific activity if there were regional focuses.

P7

### Origin Country

"UK" or "United Kingdom"

Aggregating origins by country you can view country or regional bookings in contrast to destination countries to view most popular travel paths.



# Conversion Analytics

Essential parameters

Enhanced Awin reporting for strategic decision making in the **airline sector**

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the airline sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

## Contact

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P8

### Destination City

"New York" or "Los Angeles"

Aggregating transactions by destination city, lets you see most popular destinations and how this varies by customer.

P9

### Destination Country

"US" or "United States"

Looking at the destination country you can view either country or regional level performance on an affiliate programme, helping to assess which partners are driving specific regions.

P10

### Add-on products

"priority boarding" or "extra leg-room"

Using this parameter value advertisers can clearly see how flight programme USPs or add-ons can be used to upsell bookings and improve AOVs. Add-on products can be combined where there are multiple values via separation with a pipe "|" within the P Value e.g. "priority boarding|extra leg-room".

P11

### Journey length

"long-haul" or "short-haul"

If advertisers segment their bookings based on long-haul and short-haul flights, this value can also be included and then used to segment partners who drive a higher proportion of each journey length type.

P12

### Outbound amount

"180.95"

This parameter value allows you to view the specific outbound cost in relation to the total basket value, viewing outbound and inbound amounts separately will give greater visibility of the cost impact of flying on different dates and times.

P13

### Inbound amount

"210.85" or "0" if one-way

This parameter value allows you to view the specific inbound cost in relation to the total basket value, viewing outbound and inbound amounts separately will give greater visibility of the cost impact of flying on different dates and times

P14

### Flight type

"one-way" or "return"

This parameter will allow to view the difference of one-way and return booking behaviours in the channel.



# Conversion Analytics

Additional parameters

Enhanced Awin reporting for strategic decision making in the **airline sector**

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P15

### Booking type

"flexible" or "saver"

Using this value helps us better understand how different advertiser booking types are impacted within the channel, and the proportion of customers booking each type by partner.

P16

### Seating class

"economy" or "business"

Similarly to booking type, viewing the seating class adds greater insight to the customer demographics and the value of the customer to an advertiser.

P17

### Number of children

"1" or "2"

This value would be useful to view in light of family specific promotions and how these are impacted by specific partner activity.

P18

### Carriers

"British Airways" or "BA"

Viewing the carriers of a booking will allow advertisers to see insights on how different customers book based on airline(s) selected, and also enable segmentation of customers if carrier specific promotions are needed. Multiple carriers for journeys can be separated within a P value using a pipe "|" e.g. "BA|KLM".

P19

### Luggage Quantity

"0" or "1"

Tracking hold bags, enables you to see the average amount of hold baggage selected, and how this varies by flight length and trip duration, as well as the price of each bag in conjunction with P20.

P20

### Luggage Amount

"0" or "40.00"

Viewing the luggage amount can accurately report on the cost of additional baggage, and how potential incentivisation around baggage may impact sales, as well as the amount customers are willing to spend on extra bags.

P21

### Car hire

"Compact C" or "Toyota Yaris"

If an advertiser also tracks add on products such as car hire, we can capture this level of detail. This may be particularly relevant for analyzing fly-drive booking activity.



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P22

**Car hire amount**  
"0" or "520.85"

Used in relation to P21, lets you see how much a customer spends based on trip length and location using the geolocation data tracked in the earlier parameters.

P23

**Hotel**  
"Sofitel New York" or  
"Novotel New York Times Square"

If an advertiser also has a hotel offering, this can be tracked alongside flights booked to add a further layer of analytics, which will also provide richer analysis for affiliate specific activity.

P24

**Hotel amount**  
"246.00" or "690.75"

As with other ancillary products, advertisers can see how the cost of flights on average relates to the hotel booking cost, which will also help inform flight + hotel promotional message.

P25

**Insurance**  
"Value Single-trip" or "Deluxe Multi-trip"

Advertisers can also view insurance add-ons in reference to flights booked, and specifically types of insurance added. For example ski specific insurance may be more prevalent for particular seasons and destinations, which can influence partner promotions.

P26

**Insurance Amount**  
"0" or "39.75"

Viewing the insurance amount in conjunction with P25, advertisers can see how much customers are willing to spend on insurance by partner type or specific partner.

P27

**Parking**  
"long-stay 7 nights" or "valet parking"

As with other add-on products, advertisers can use this P Value to view parking added to a booking, which could additionally form part of an incentivisation strategy.

P28

**Parking Amount**  
"0" or "53.45"

Used in conjunction with P27, this value can be used to see how much customers are willing to spend on parking in relation to the cost of flights.



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P29

### Frequent Flyer Programme

"Avios" or "Virgin Atlantic Flying Club"

This parameter can be used alongside the Customer ID in P5 to provide a greater view of loyalty through the channel, whilst also allowing advertisers to segment their loyal customer base.

P30

### Air miles

"0" or "5000"

Used in conjunction with P29, air miles earned through the channel is another way to assess the added benefit for a customer, and to what degree air miles impact the purchase amount.

P31

### All outbound airports

"LHR|AMS|AUH|MCT" or "London Heathrow|Amsterdam|Abu Dhabi|Muscat"

In the instance where a customer travels through multiple airports and cities, advertisers can additionally track the full outbound flight path, separating IATA codes or cities as needed with a pipe "|". Where relevant this will allow further analysis on connecting routes and typical journeys made. We recommend still tracking the initial origin airport separately in P1 to aid geolocation tools.

P32

### All inbound airports

"MCT|AUH|AMS|LHR" or "Muscat|Abu Dhabi|Amsterdam|London Heathrow"

In the instance where a customer returns through multiple airports and cities, advertisers can additionally track the full inbound flight path, separating IATA codes or cities as needed with a pipe "|". Where relevant this will allow further analysis on connecting routes and typical journeys made. We recommend still tracking the initial destination airport IATA code separately in P2 to aid geolocation tools.