



# Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **travel 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.

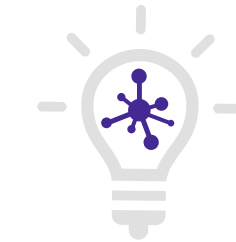
02



## 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.

## 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

Essential parameters

Enhanced Awin reporting for strategic decision making in the **travel 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.

The travel industry has benefited from data usage in recent years. Through data insights, travel companies have the ability to use profile data to offer personalised travel experiences to customers - whether through algorithmic recommendations or customised travel idea suggestions. It is vital that advertisers track and monitor deeper insights at the individual transaction level to identify trends and gain insights that they can turn into partner-specific strategies to personalise the customer experience.

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

P1

### Stay date

"21/05/2016"  
or "21-05-2016"

One of the most common additional data points, stay dates look at the date (typically check in) for a hotel or holiday customer. Tracking this point allows advertisers to compare this date with the booking date, and calculate a booking to stay lag to analyse last minute bookings versus advance planned stays.

P2

### Nights stayed

"1" or "2"

Typically parsed as an integer, this allows advertisers to analyse the different customer routes to purchase for short term, long weekend, week duration and longer stays.

P3

### Stay Country

"United Kingdom" or "UK"

Looking at the stay country of a booking (and city below), advertisers can understand customer journeys, utilising IP address to look at the country of booking, and how far customers travel via affiliate channels and specific publishers. In addition, the effectiveness of products can be compared by country using key performance indicators.

P4

### Customer loyalty

"Gold" or "Level 1"

For either Online Travel Agents, or Direct Partners it is useful to look at partner performance in light of the loyalty levels of customers. This could be using a tiering system such as bronze, silver, gold members.

P5

### Stay City

"Berlin" or "London"

Further to analysing the stay country, tracking this parameter helps to understand more about popular destinations, and domestic bookings.



# Conversion Analytics

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

Additional parameters

## How

do I get the most valuable insights?

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

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

## Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P6

### Hotel/ rate code

"sp567" or "H1234"

Typically used by hotel merchants to refer to a specific hotel or price structure.

P7

### Check in date

"15/12/2015" or "15-12-2015"

Further to looking at stay dates, advertisers can also clarify the date that a customer checked in via a separate parameter.

P8

### Check out date

"17/12/2015" or "17-12-2015"

Equally advertisers might also parse a check out date, allowing a manual calculation of the number of nights stayed.

P9

### Booking type

"Business" or "Leisure" or "Family"

The type of booking can be used to differentiate the different types of customers, either as a business, leisure or family booking, which come through the affiliate channel.

P10

### Number of travellers

"1" or "4"

This would provide insight to look at group booking behaviour, versus couples travelling, or customers travelling alone.

P11

### Cancellation policy

"non-refundable" or "flexible"

Looking at the type of booking, which could also include a range in between non-refund and flexible, would be beneficial to assess booking fulfilment, and areas at risk of cancellation.

P12

### Account number

"12345678" or "HH4Y3NJ2"

Using a specific anonymous customer reference rather than just relying on membership loyalty values, allows to see much clearer into what makes a customer loyal and their frequency and journeys to repeat purchase.



# Conversion Analytics

Additional parameters

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P13

### Room type

"King size" or "Family room"

The type of room could be useful for looking at promotions around upgrades, or further showing the popularity of room types by destination.

P14

### Hotel/ product name

"Doubletree Kings Cross" or "Travelodge Farringdon"

If advertisers are looking at running geo-targeted campaigns, or promotions around specific hotels/ resorts that are potentially struggling for occupancy, then custom parameters can be useful at tracking this level of detail.

P15

### Add-ons/ upgrades

"Free WiFi" or "Breakfast Included"

Depending on the advertisers ability to parse this information back, add-ons can be useful to upsell existing inventory or encourage increased basket values in travel.

P16

### Number of children

"1" or "2"

Further to looking at the booking type or rooms chosen, this parameter also enables travel advertisers to further analyse family bookings

P17

### Number of rooms

"1" or "2"

For group bookings, several advertisers parse the number of rooms booked with a trip, which can provide further insight on group bookings.

P18

### Number of adults

"1" or "2"

Another way of looking at the number of people travelling, excluding children.

P19

### Hotel brand

"Doubletree" or "Hyatt Regency"

In addition to the hotel name, advertisers may also want to track the brand if they have several available, to compare how brands perform across the affiliate channel.



# Conversion Analytics

Additional parameters

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

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P20

**Currency**  
"£" or "GBP"

Parsing the currency a booking is made in, gives further clarity on the customer demographic and twinned with the following parameter P22, helps understand demographics by country.

P21

**Language**  
"French" or "fr"

Looking at the language of the booking, gives insight into the international nature of travel bookings, which can be viewed in light of the partner types and publishers who drove international bookings.

P22

**Card type used**  
"Visa" or "VI"

An additional metric to look at the nature of the online booking, and can be used to compare credit card vs. debit bookings, or bookings made with a points/ loyalty payment card.

P23

**Customer location**  
"London" or "Oxfordshire"

Rather than tracking customer location via IP address, a more accurate way to track location would be to parse the customer city/ region.

P24

**Customer country**  
"United Kingdom" or "UK"

Similar, this metric provides further accuracy on the customer location where they made a travel booking, which can be compared to stay country.