

ANALYTICS - AS - A - SERVICE

South Australia Tourism Commission

Fairfax Media





About Fairfax

- Fairfax Media is a leading multi-platform media company in Australia and New Zealand, offering high-quality, independent journalism and dynamic venues for commerce and information
- Fairfax offers some of the biggest news audiences in Australia, over 200 websites across the country, and valuable niche audiences across a range of verticals

About The Team



Data Science

This team's role is to create views of Audience behaviours through big data analysis (Spark/Scala, R) and create visualisations quickly for experimentation (d3 libraries)

Participated with pathing of our audience across the Fairfax network, between the news mastheads and our travel and food brands



Research

Responsible for Product and Trade Research, we are in a position to examine both Consumer behaviour and sentiment and how it is reflected via site performance

Participated with the initial travel research that unearthed consumer needs and at the end of each phase with brand recognition check points



Digital Analytics

Charged with tagging and site taxonomies, organisation of digital information and dissemination of information via dashboards

Took over from the Data Science team for the micro-examination of all audience interactions across Traveller.com.au, the client's sites, and the South Australia campaign microsite



Engagement

The pivot team within the team; project manages where and when more than one discipline participates or the objectives are too fluid or vague

Here the Engagement team directed our resources, organised the output and liaised with our Commercial colleagues and South Australia Tourism

About The Client

South Australia Tourism Commission is a not-for-profit agency whose role is to promote South Australia as a destination for travellers

South Australia has a wide variety of regions, each with unique appeal, however awareness remains relatively low. SA's key competitors have greater budget and created their brand positioning earlier, making it difficult for the state to be at the top of the attractive destinations list throughout the consumer's pre-travel experience.

Fairfax's **Analytics-as-a-Service** contribution has shed light on:

- Understanding Consumers' pre-travel experience and the drivers influencing it
- Important interactions that maintain Consumer interest in the region over time
- Appreciation of changing Consumer preferences

All orchestrated around 'always-on' content specially developed around Consumer interest



Our Existing Knowledge

The Destination Is Great



<https://www.youtube.com/watch?v=rFmxSljIGog>

And Fairfax's research shows that Australians love to travel

AUSTRALIANS HOLIDAY PLANS

There is a constant stream of holiday activity all the time. There is also contrast between the preferred holiday and preferred travelling companion versus what's actually being planned.

HOLIDAYS BEING PLANNED N12M



Average of
2.2 holidays
per person



71%
*planning
domestic trips*
(Average 1.9 trips)



63%
*planning
international
trips*
(Average 1.2 trips)

TYPES OF HOLIDAYS BEING PLANNED

55%

Family



40%

Beach



38%

Weekends



26%

Culture



24%

Cruise



23%

Adventure



23%

Food or Wine



16%

Luxury



9%

Ski Snow

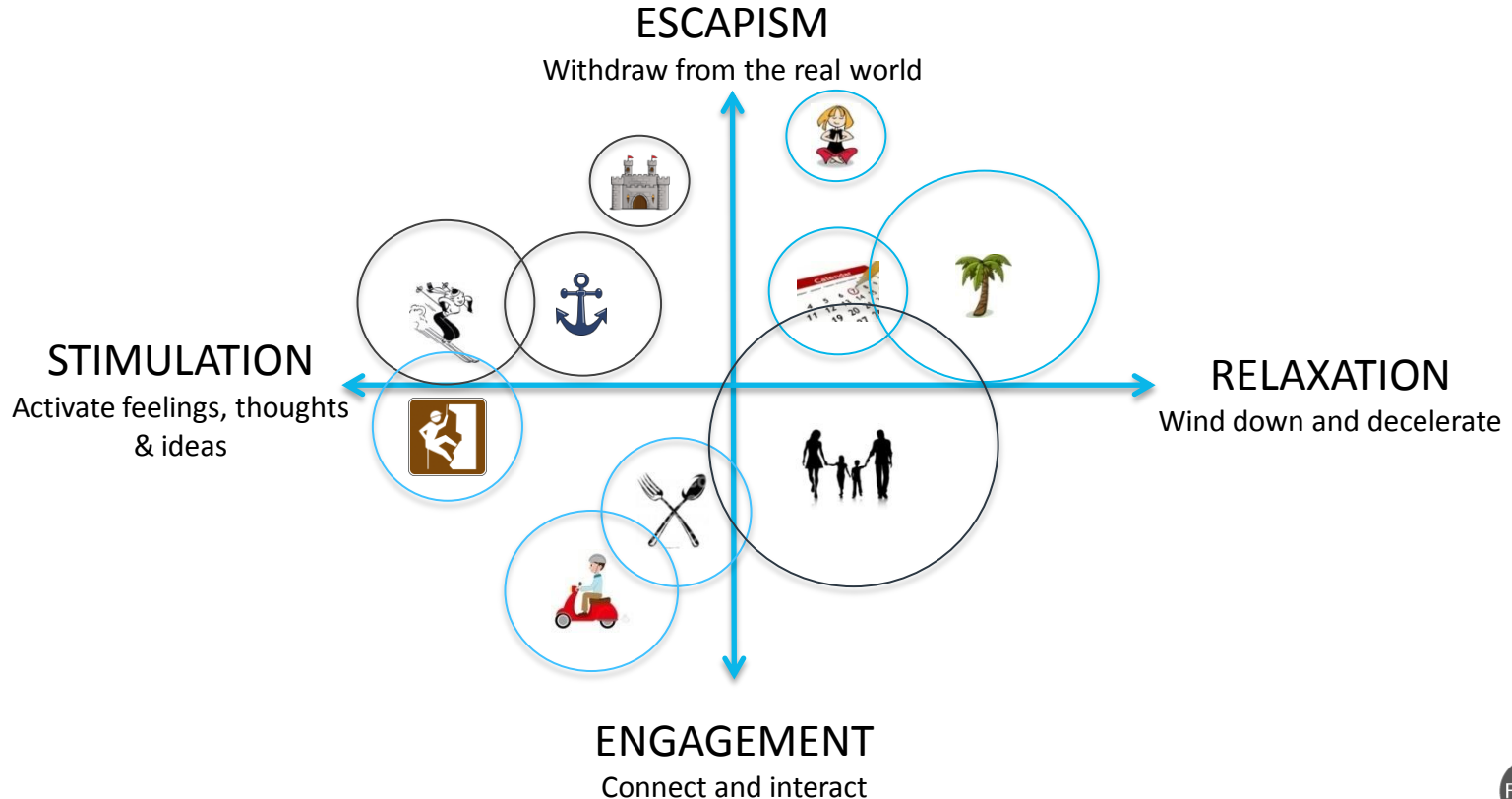


7%

Wellness



But our research also pointed to different reasons and different travel needs



A key research finding removed the nervousness surrounding advertorial content

ATTITUDES TO TRAVEL ADVERTISING

- 63%** *I will happily read a travel article sponsored by an advertiser if it looks interesting*
- 61%** *I find travel advertising inspirational and gets me thinking about holidaying*
- 61%** *I will happily read a long ad about travel if it's looks interesting*
- 58%** *I don't care if it's an ad as long as it is informative*
- 55%** *Travel advertising is less annoying than other types of advertising*



Our research has thus provided the fundamental ingredients of the campaign:

ASSOCIATE THE
REGION WITH A
**VARIETY OF
EXPERIENCES**

01

**TELL OUR
AUDIENCE!**
THEY WANT TO
HEAR OUR TAKE
ON TRAVEL
EXPERIENCES

02

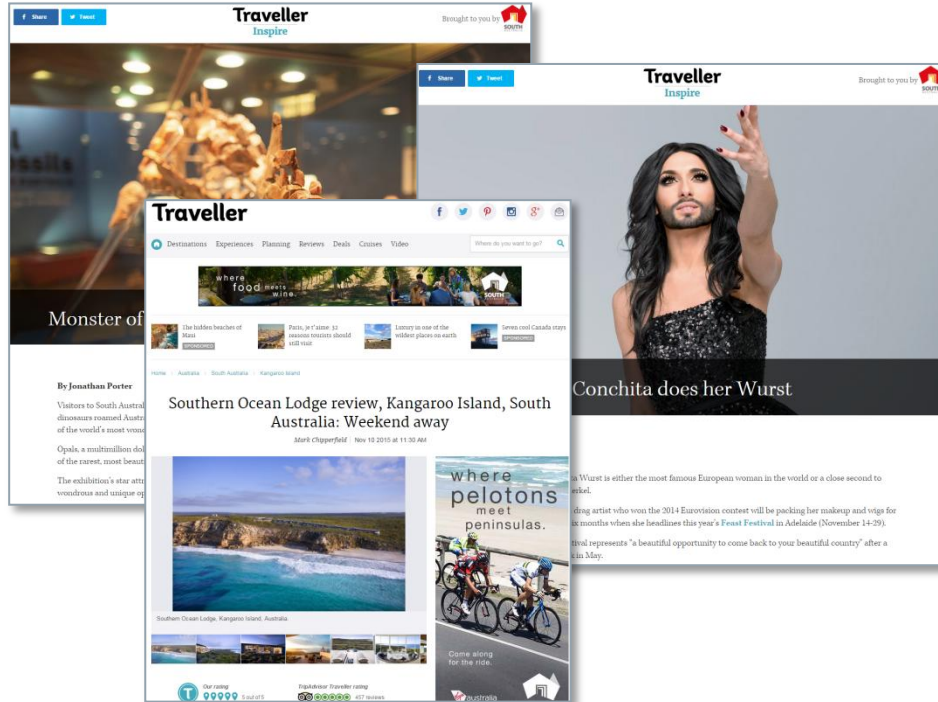
**BE SYSTEMATIC
ABOUT THE
PRESENTATION**

(remembering the
key objective: to
drive visitation to
South Australia)

03

Which leads us to...

Always-on content about South Australia



525 days!
Total Reading Time



The Solution In Detail

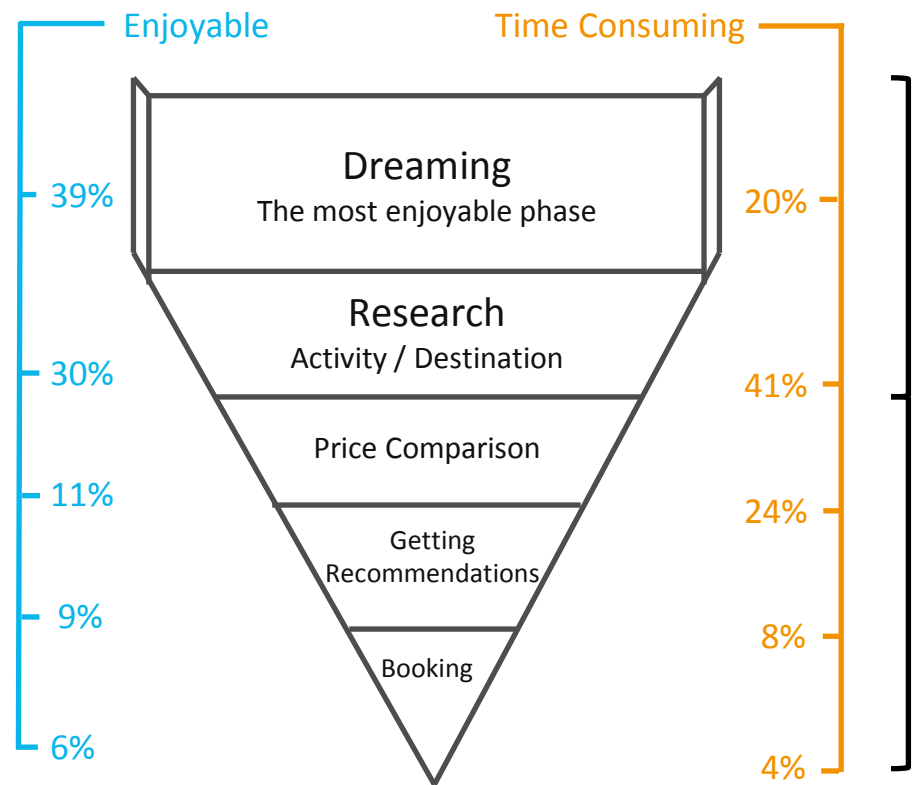


articles videos
e-magazines **200** quizzes
pieces of content
interactives lists

created in a collaborative effort that fuses South Australia Tourism Commission's brand guidelines and objectives with our editorial know-how

amplified through paid, owned and earned channels with a focus on social and all of the pieces stitched together by tracking and analytics

Engaging people in the most enjoyable phase of trip planning



Focus

Reaching the audience at the top of the funnel in the dreaming and research phases, to create desire for the destination

Partner organisations

Price points anchor cost and ease the stressful Price Comparison phase, the riskiest part of the funnel. Conversion tracking allows optimisation to the most effective campaign elements from the top of the funnel

A simple analytics philosophy: allow the audience to navigate the digital landscape freely but track everything

Client sites

Fairfax travel-related sites

Fairfax travel-related partners

**SouthAustralia.com &
10 South Australia regional
websites**

enabling pathing and optimal
retargeting throughout the
combined network

**Traveller.com.au,
the Campaign Microsite &
the Fairfax Network**

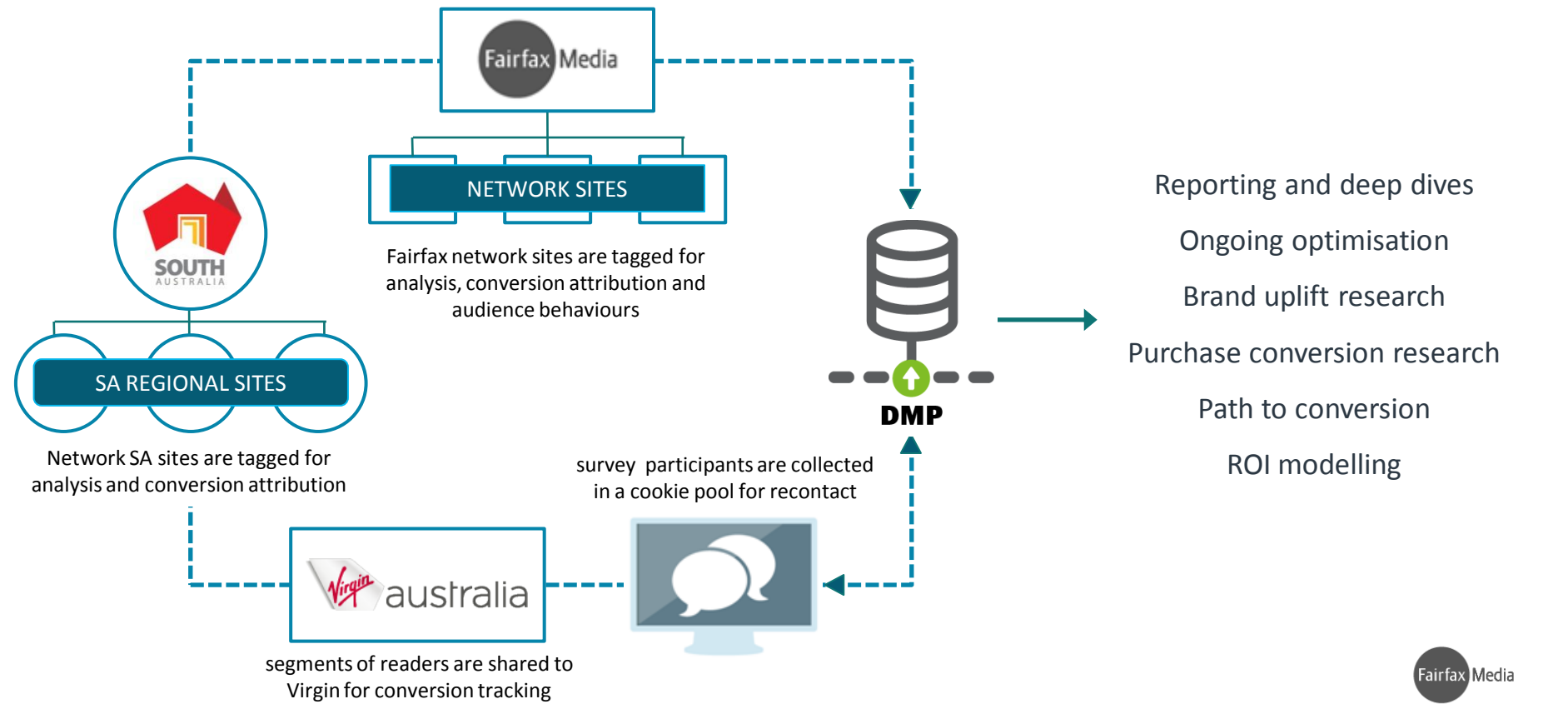
enabling tracking of readers and
their actions, linking all of the
digital spaces together

**Virgin Australia &
Virgin Australia Holidays**

enabling conversion tracking,
site personalisation and
consistent messaging across the
combined network

Point-research (sentiment), cookie pools, consumer behaviours

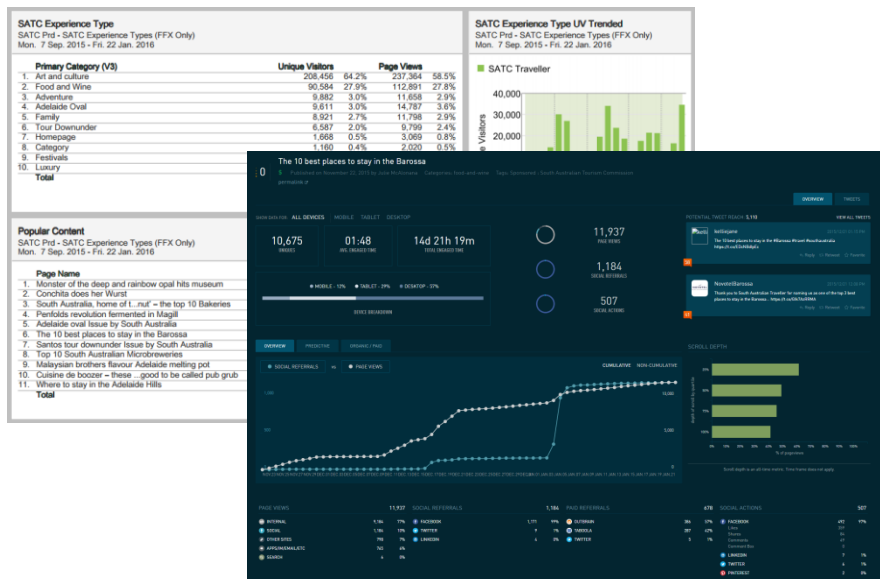
Integration of sites and services enabling advanced analytical outcomes





Reporting and Dashboards

Weekly Automated Dashboards



Monitoring & Overview

Each week, an Adobe Analytics dashboard is generated and emailed to the client, showing performance by experience type and individual article – allowing both SATC and Fairfax a regular performance snapshot.

SimpleReach provides additional functionality and realtime reporting, allowing Fairfax to monitor article popularity and creative responses rates.

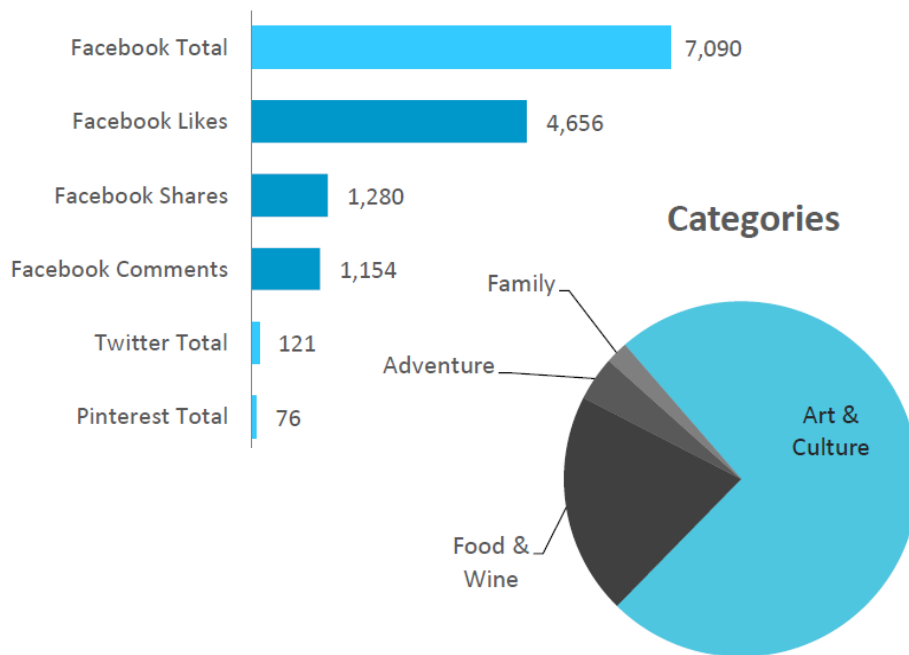
Monthly Detailed Report



In-depth Performance

Monthly reporting combines all of the available data sources – Adobe Analytics, Adobe Audience Manager, SimpleReach and Virgin Australia conversion data – producing a detailed campaign overview, with commentary on each month's actions and performance.

This report includes a recap of changes made to the content, the campaign website, and promotional drivers each month, and recommendations of where to focus efforts in the following month.



Quarterly Deep-Dive



Optimisation and Insight

DYNAMIC EDITIONS
A different way to interact with content to compliment traditional articles.

Promoted mainly via Facebook optimisation

Page Views nearly **3x** as high than visits to the microsite.

Mobile Page Views are highest at nearly **4** pages per visit.



Launched in November

Source: Adobe Site Catalyst Oct 1-Nov22, 2015. PFM Global Report Suite

d&a Fairfax data & analytics Fairfax Media

Once per quarter, a deep-dive combines the multiple research streams with in-depth analysis to provide insight, audience understanding, and ROI.

Research investigates brand uplift, intent to visit and improvements in key state attributes across devices, later recontacting survey participants to validate what proportion actually book a trip to South Australia.

Analytics follows the audience across the combined network of sites, tracking path-to-conversion, the audience's changing interests, best performing content formats, and directing campaign spend for promotional links.

The deep-dive is presented in-person, with research and analytics experts leading a round-table discussion on learnings and actions for the next quarter.



Business Outcomes

Our Headline Stats Set A Number Of Records

215,570

Campaign Unique
Visitors

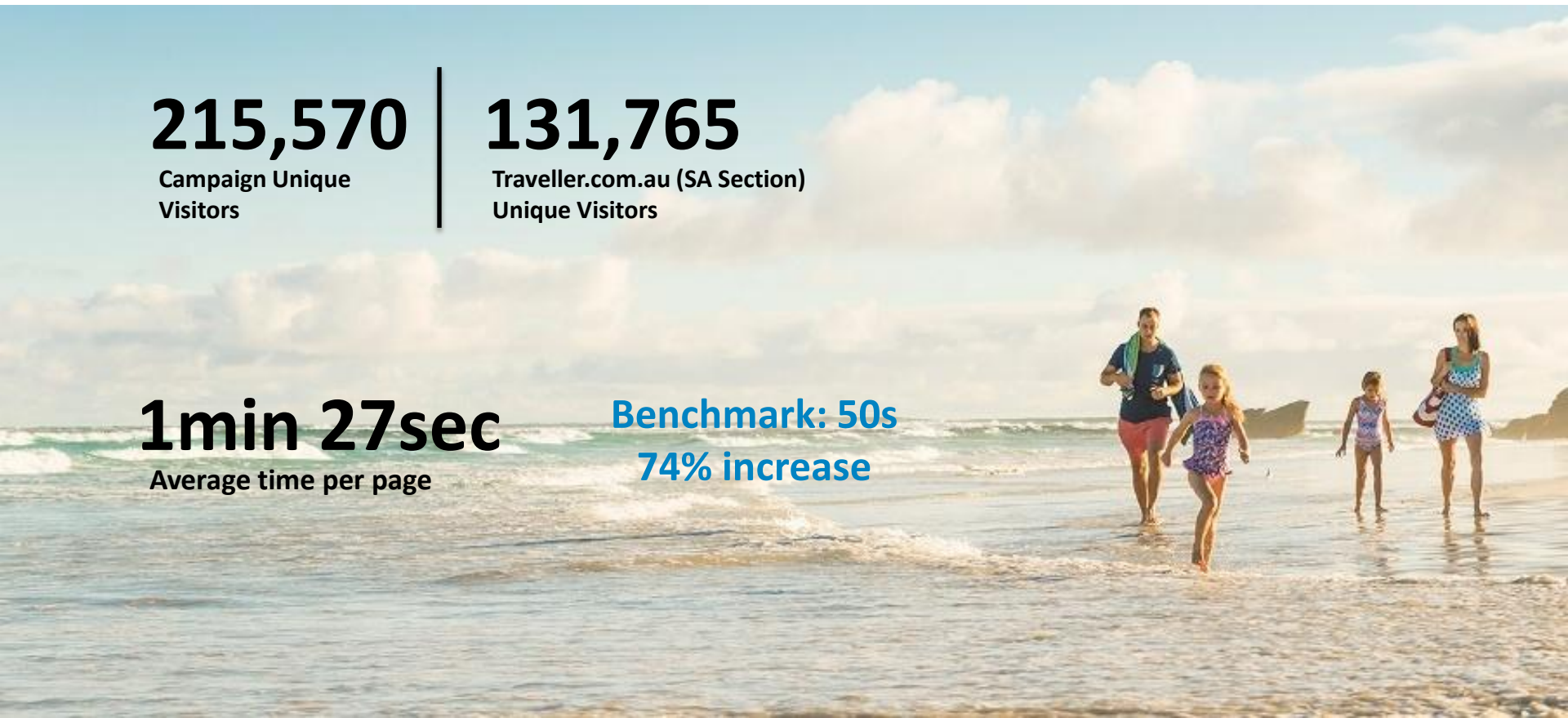
131,765

Traveller.com.au (SA Section)
Unique Visitors

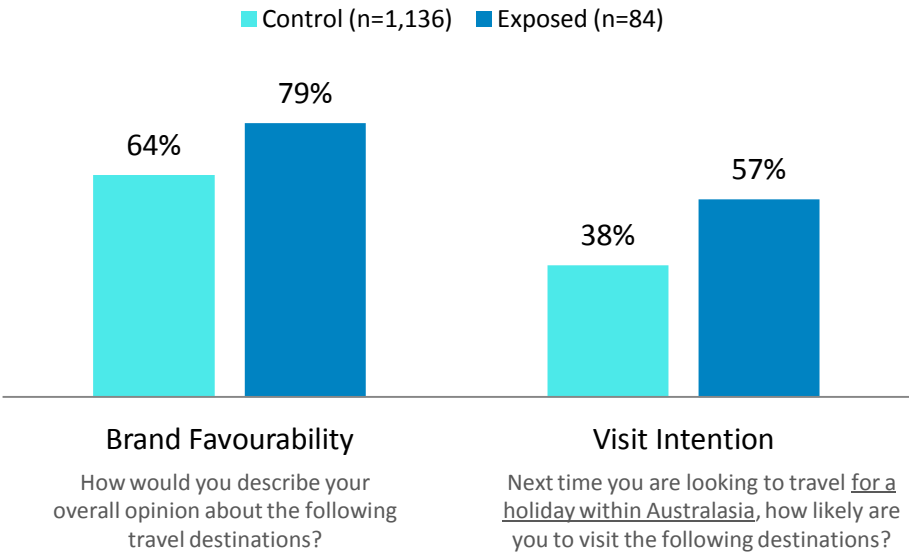
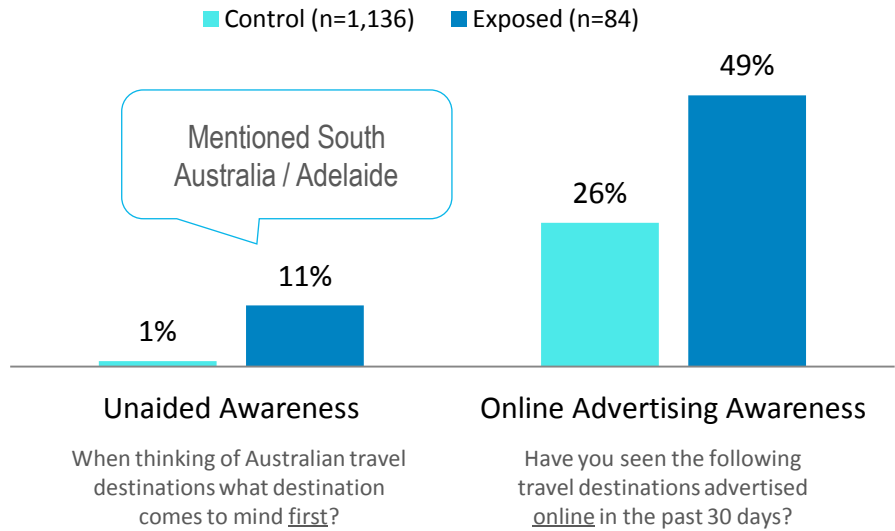
1min 27sec

Average time per page

Benchmark: 50s
74% increase



Our Research Team Provided The Pulse Of The Campaign



Our Tags Monitored Specific Interactions Indicating Consumer Preference...

 **Mark Chipperfield**
@BeerAirways

Follow

at last a proper guide to South Australian craft beer
southaustralia.traveller.com.au/shorticle/top

 **Tempting Tyson** @TemptingTyson · Nov 3
Here's a list I can get behind. So proud to see a couple of Adelaide Hills breweries make the cut. Who wants to... fb.me/4vhEtmBzD



 **Brand Discover**
Written by AppNexus [?] · 3 November at 11:19 ·

Fleurieu is South Australia's best kept secret



winecloud
@wine_cloud

Follow

Barossa Cuisine - nearly as awesome as the wine... owl.li/2bvJXW #Barossa #foodie #wine

Follow

East Festival in Adelaide
with Australian Tourism

southaustralia.traveller.com.au/article/conch

Aberlo
@Aberlo

Penfolds
southaus
l...



The top 10 Food Trucks in Adelaide
Your guide of the top 10 food trucks to track down in Adelaide

 **Lap of the Taps**
@LapOfTheTaps

Follow

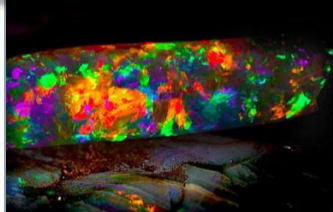
Top 10 Microbreweries in South Australia
southaustralia.traveller.com.au/shorticle/top



Food and wine in the Adelaide Hills
Hills is young, feisty and feted with awards. It has what it had 10 years ago

10 years ago

R.COM.AU



Deep and rainbow opal hits museum
Australia from 25 September will have the chance to go million years to a time when dinosaurs roamed and the ...

traveller.com.au

ment Share

idson, Brian Cain and 17 others like this. Top Comments

ent...

ish bait, pippies

Message 1 · 7 November at 08:50

idson known as cockles locally

ly · Message · 19 November at 11:08

nes aren't cockles pommie ??

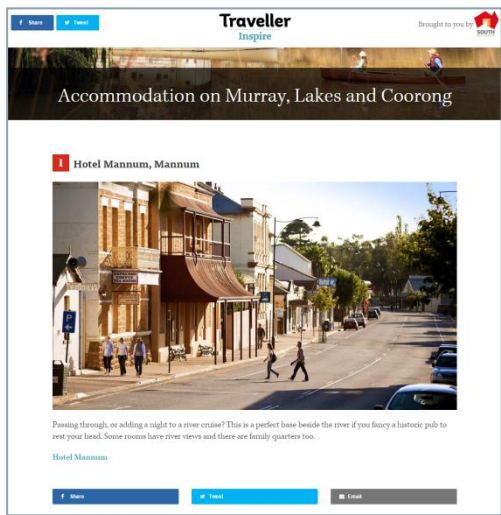
ly · Message · 19 November at 11:12

Write a reply...

 **Lynn Webb** Cookies for at least 60 years that I'm aware of, Whiting bait.

Like · Reply · Message · 20 November at 00:47

...And Analytics Directed Authoring Efforts To Engage More



Shorticles & Top 10 Lists
The most shared content type



Online Magazines
3x the pageviews per
visitor



Facebook
Longest engagement time
and highest share rates

We Also Kept An Eye On The Pointy End Of The Funnel

478 clicks through
to flights and holiday
packages

48% Flights

52% Holidays

A strong response for a campaign
element intended to anchor price

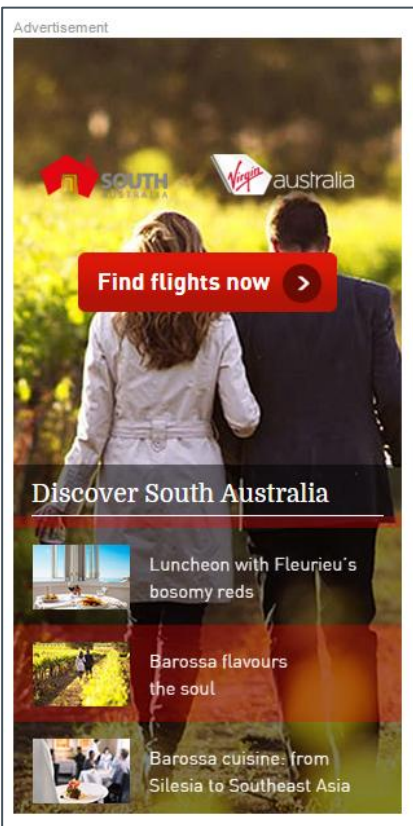
Book your South Australia trip

		
Adelaide	Alexander Cameron Suites	Coonawarra Motor Lodge
★★★★★	★★★★★	★★★★★
✈️ 🍴 🏠	✈️ 🍴 🏠	✈️ 🍴 🏠
2 nights	2 nights	2 nights
from \$129 [^] one way	from \$368 pp twin share* ✎ earn from 3312 Velocity Points [^]	from \$348 pp twin share* ✎ earn from 3132 Velocity Points [^]
Saver fare Food, checked baggage and entertainment now complimentary.	Package information ⓘ	Package information ⓘ
*Departing Melbourne. Conditions apply.	Book Now	Book Now
Find flights	or phone 13 15 16	or phone 13 15 16

Virgin australia holidays

* Virgin Australia Holidays Disclaimer ⓘ

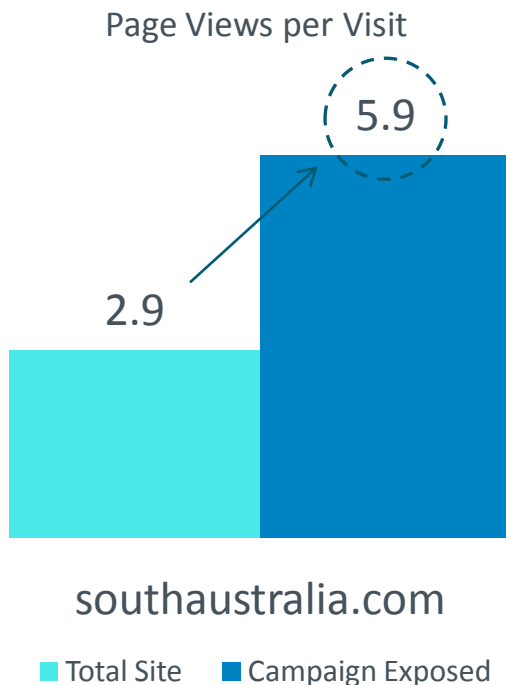
Uncovering For The Client Previously Hidden Patterns



Desktop
969,433
1% CTR

Mobile
403,519
3% CTR

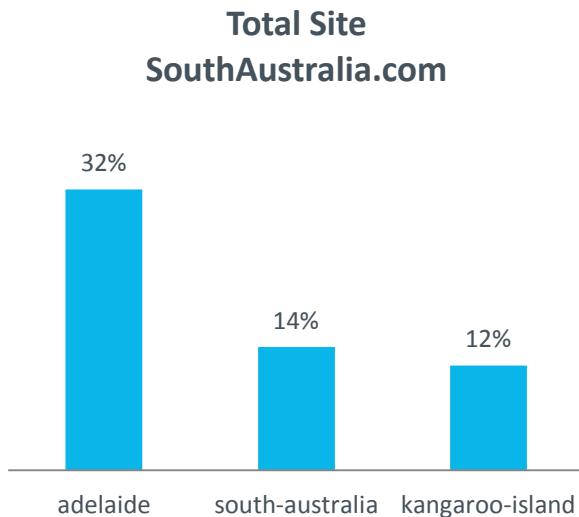
Effectively Developing An Engaged Audience & Delivering It To The Client



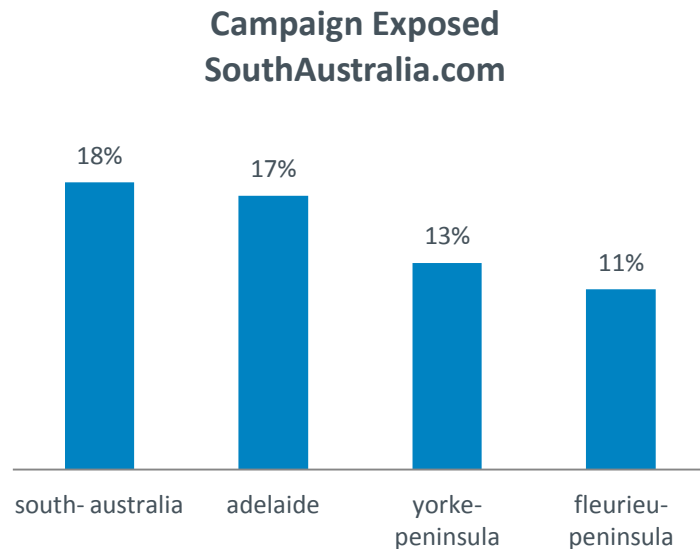
On arrival at the client's site the audience is already invested in the destination, **viewing twice as many pages** as the average site reader

We Rebalanced Travel Interest To The Whole Region – Going Beyond The Capital City

From the capital...



...to broader regional appeal





Have We
Innovated?

For the first time we cultivated an audience and fearlessly directed it away from our sites

Not a new concept in the marketing world but a novelty for a publisher

We created several paths to conversion given different Consumer travel needs – for different experiences, self-directed travel vs all-inclusive, etc.

The story is everything! But which story?

- Analytics findings help choreograph next-best content
- ‘Test & Learn’ what content is more likely to increase engagement

A fresh approach for Fairfax

Thanks to our Commercial colleagues we were granted end-to-end responsibility for the campaign – with the involvement of the client's agency

Our team was deployed on an Analytics-as-a-Service basis: the first engagement of its kind for our organisation

We fused Research and Analytics throughout the campaign; this created a fresh layer of challenges, e.g. sampling within travel needs required more intelligent questions and different sample sizes

Things Have Changed...

For Analytics Goals

- With Analytics we can identify and develop an audience tailored to the client's business that can be more engaged than the current one
- We can deliver this audience to the client – not fearing about losing pageviews that are 'ours'

For Analytics Execution

- We can track audience behaviours not just on our sites but on the sites of our partners (whilst observing applicable privacy rules)
- We can provide Analytics-as-a-Service quickly and cheaply for organisations that want to make a quick start in this space

For The Client

- Inheriting an audience 10 times more aware and twice as engaged
- Deep understanding of audience behaviour that now informs strategy
- Widening the appeal of South Australia as a destination
- Understanding the drivers for operational improvement in the digital world (devices, earned media, etc)

"South Australia is a fantastic destination for travellers. We partnered with Fairfax to help us tell the story but also shed light on how it has been received. Fairfax's Audience insights are helping us to identify what might be the messages that work, when and for whom they work best.

Audience insights that identify the reasons people travel in general and why they travel to South Australia in particular are essential in developing tourism in our geography. Fairfax's understanding and analysis of digital behaviours have provided us with many new approaches to engage everyone who appreciates the destination that is South Australia."

- Brent Hill, Marketing Director, South Australia Tourism Commission

