World Travel Market
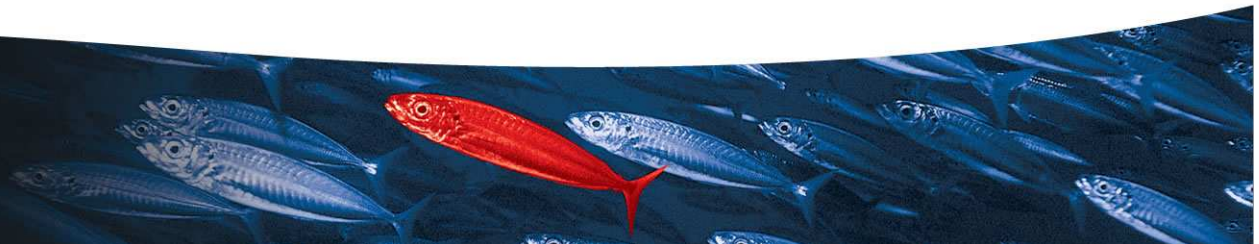# 'Take the Money'

**Web Marketplace Solutions
dramatic results and great service**
10th November 2009

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''The Online Shopping Experts''
## Marketing – Performance Web Sites – Rich Media – Technology Platforms

Internet Customer Recruitment Dominates from 2009

UK Media Spend USA $M

Year	Total	TV	Growth Yr-Yr	Radio	Newspapers	Internet	Growth Yr-Yr
2000	20,560	6,481		883	8,300	256	
2001	19,623	5,835	-9.97%	806	8,103	274	7.03%
2002	19,727	6,141	5.24%	813	7,957	326	18.98%
2003	20,472	6,224	1.35%	874	8,050	770	136.20%
2004	22,234	6,731	8.15%	906	8,447	1366	77.40%
2005	23,022	6,949	3.24%	861	8,157	2237	63.76%
2006	23,887	6,665	-4.09%	795	7,760	3789	69.38%
2007	25,284	6,815	2.25%	822	7,494	5152	35.97%
2008	26,318	6,680	-1.98%	838	7,222	6554	27.21%
2009	27,198	6,558	-1.83%	847	6,914	7845	19.70%

> Forecast to exceed TV advertising for the first time

> Growth is not single but double digit

> While costs have increased remains very cost effective

eDigital research reports that in the travel industry, consumers are relying on the internet, not just for background research, but to book their holidays.
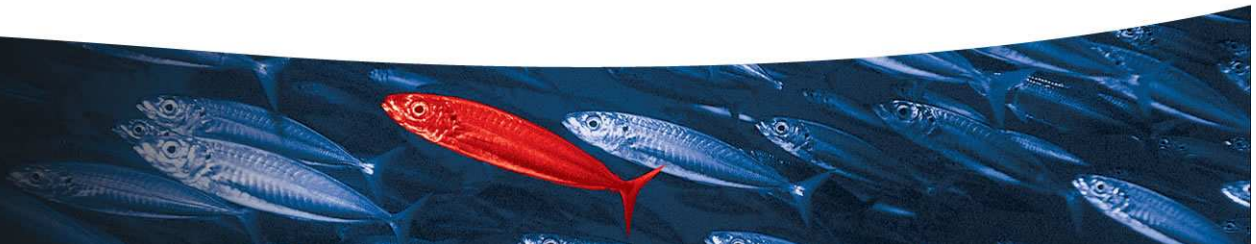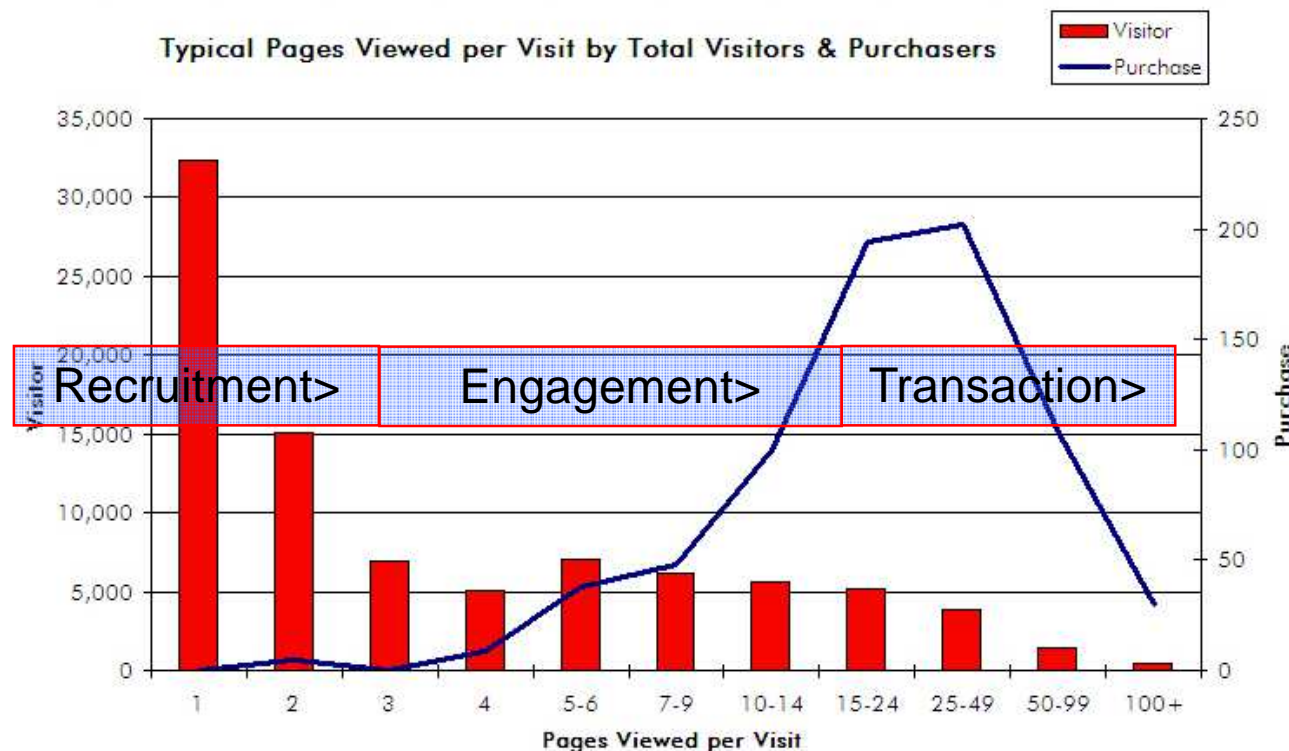
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Online Channel Solutions – Common Problem

Poor recruitment & site optimisation – Delivers 3-4 fold difference in results

> Typical pages viewed per purchase 15 – 49
> >50% of visitors are lost having viewed less than 5 pages

Typical Pages Viewed per Visit by Total Visitors & Purchasers

Legend: Visitor, Purchase

Recruitment> Engagement> Transaction>

X-axis (Pages Viewed per Visit): 1, 2, 3, 4, 5-6, 7-9, 10-14, 15-24, 25-49, 50-99, 100+

Left Y-axis (Visitor): 0, 5,000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000

Right Y-axis (Purchase): 0, 50, 100, 150, 200, 250

**In Travel
Good 'n' Bad
2.5% <0.3%**

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Online Channel Solutions – Common Problem
Poor recruitment & Site optimisation – Delivers 3-4 fold difference in results

❯ Typical Losses:

❯ Recruitment (Lose 20-35%) - Leaves 80% - 65%
❯ Engagement (Lose 60-95%) - Leaves 32% - 3.2%
❯ Transaction (Lose >90%) - Leaves 3.2% - 0.3%

❯ Resulting Conversion:
❯ 3.2% - 0.3%

Recruitment Critical Success Factors (CSFs)
Recognise what DRIVES the order VS what TAKES order

Recruitment Critical Success Factors (CSFs)
## Understand what drives the consumer to make a travel booking

> eDigital Research reports that Online research came out as the most influential source for travel planning (78%).

> In addition 75% of consumers prefer to book various components of their holidays online.
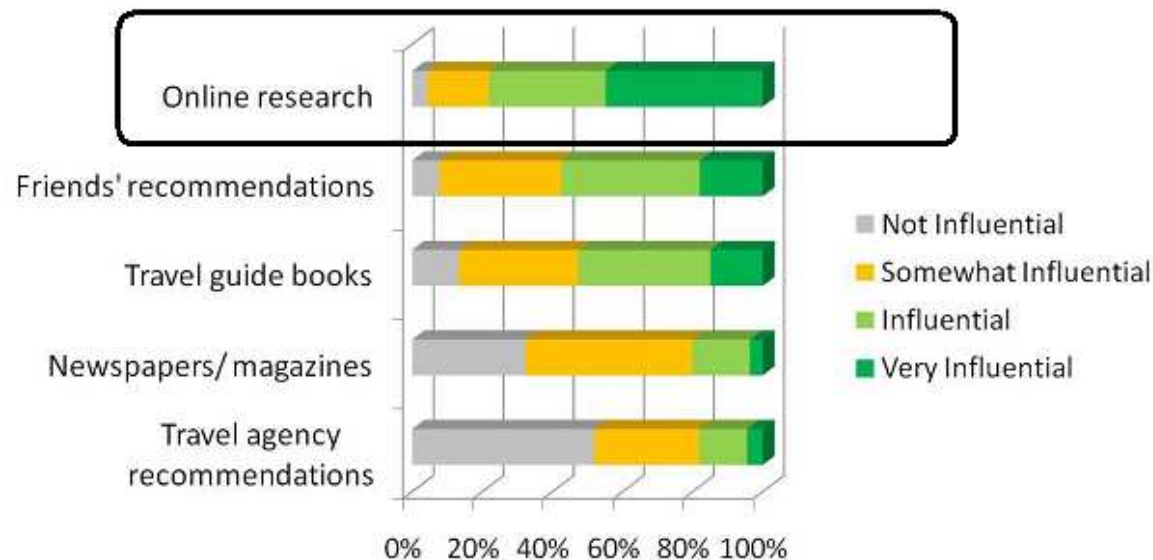
Recruitment Critical Success Factors (CSFs)
## Understand what drives the consumer to make a travel booking

> Analyse the proportion of Visitors that return post research

> Our experience is similar to that of Foresters;

> Over 50% book after having Visited site 15-29 days later
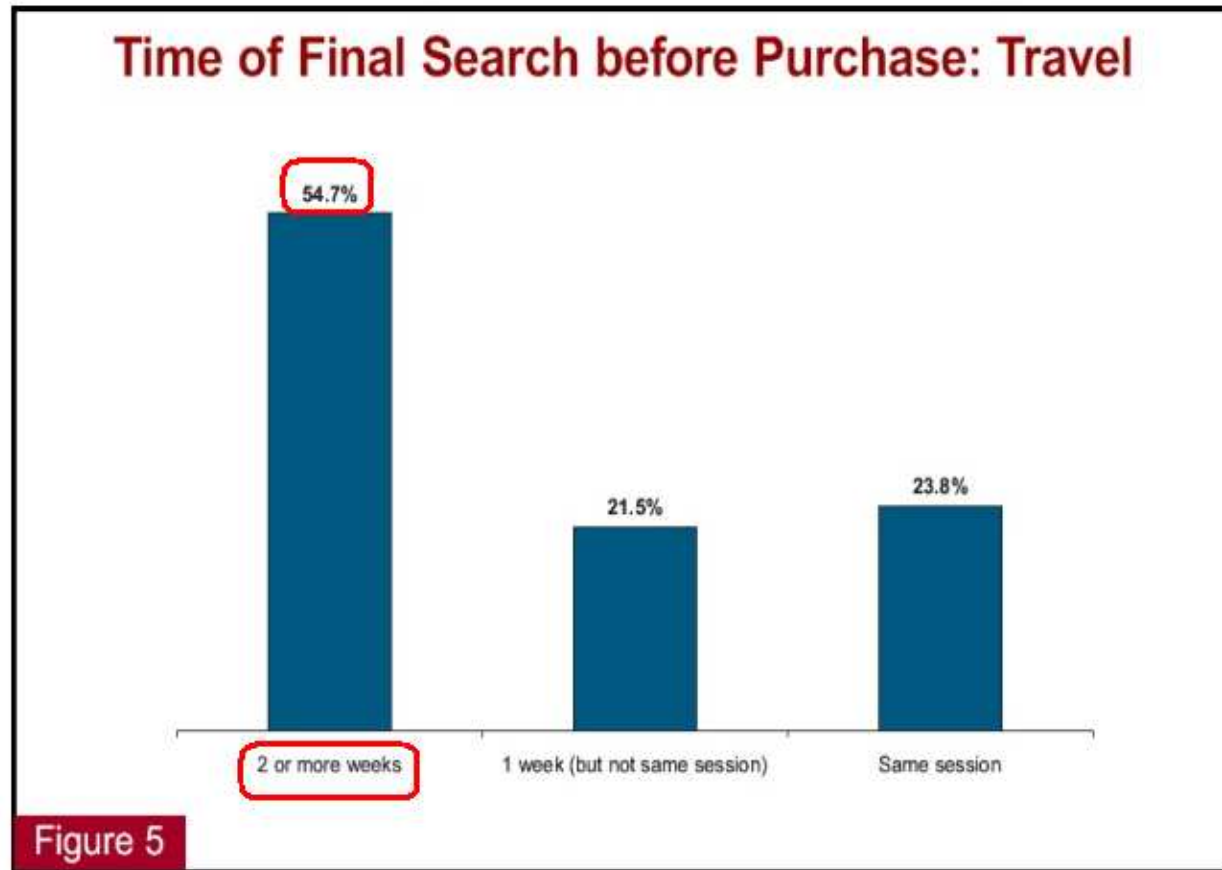
Figure 5

Recruitment Critical Success Factors (CSFs)
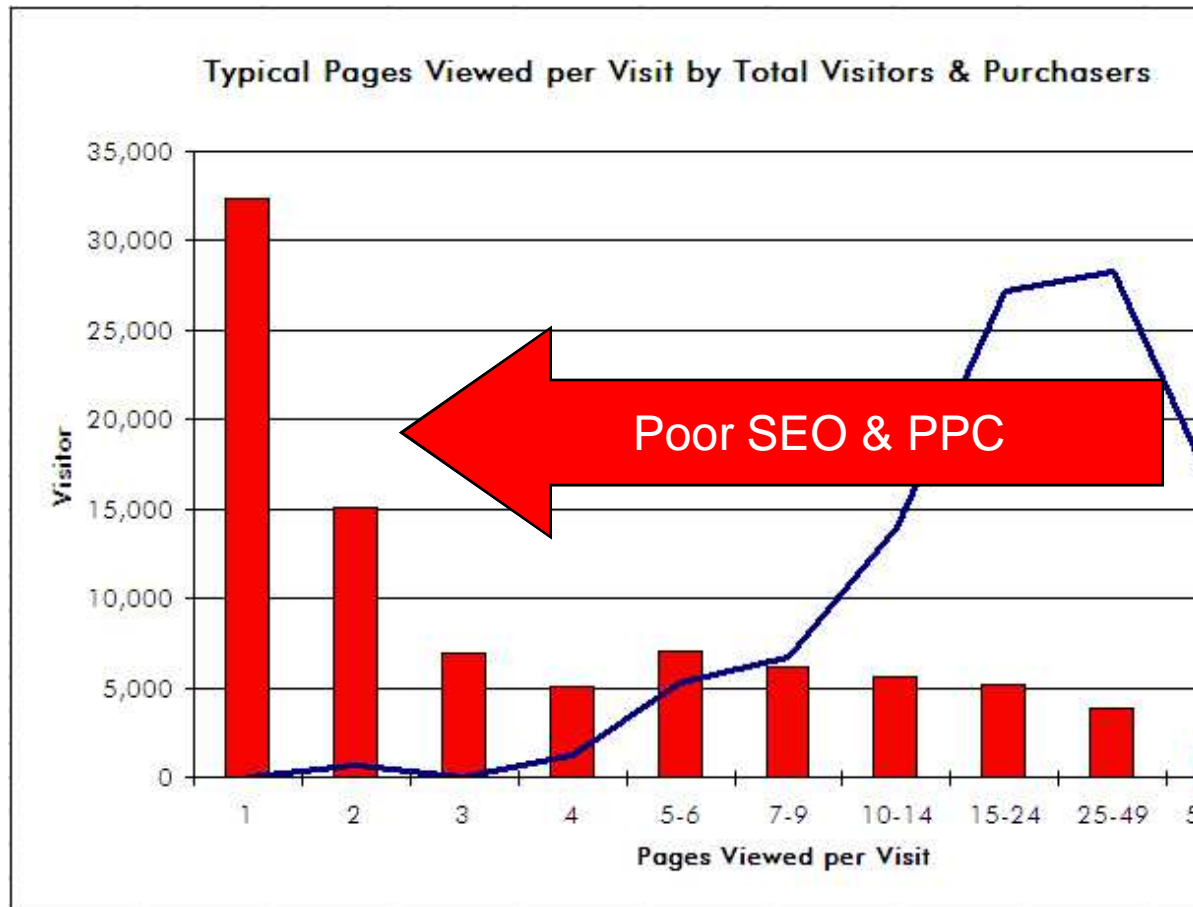## PPC & SEO Optimisation – Right Message – Right Language – Right CTA

- Reinforcing Natural Search Listing
- Informative, Rich Content
- Strong Calls to Action, but not intrusive
- Maximising return from SEO Traffic
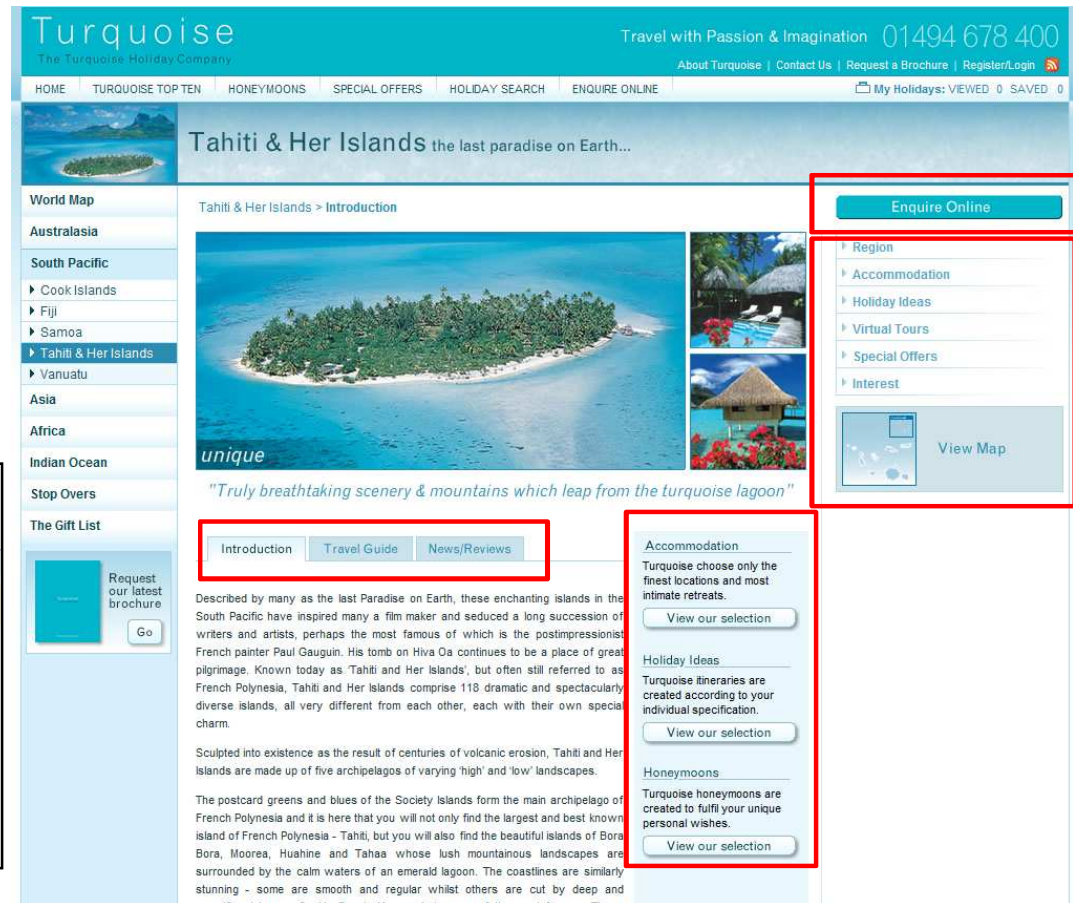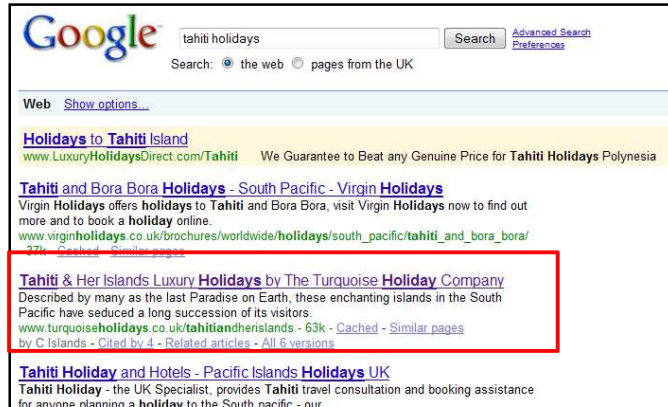
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Recruitment Critical Success Factors (CSFs)
PPC & SEO Optimisation – Right Message – Right Language – Right CTA

Typical Pages Viewed per Visit by Total Visitors & Purchasers

Poor SEO & PPC

Recruitment Critical Success Factors (CSFs)
Type of Customer & Point of Entry consideration

Customer Stage	Browsers I'm looking for an exotic holiday destination	Hunters I'm looking for an exotic holiday , in the Maldives in December	Buyers I'm looking to book the Maldives in Dec for ~£2K/pp
Point of Entry Mechanism	Category Navigation	Guided Navigation	Search
Brand communication	Important		
Product ranges & cross selling	Important	Important	
Accessing product	Important	Important	Important
Enabling decisions		Important	Important
Taking the order			Important
Up selling			Important
Retaining Customers	?	?	?

Transaction Critical Success Factors (CSFs)
Be more radical - Take a call & enquiry versus an online order

Conclusions
Marketing Business Perspective

> Strong business case, particularly when selling a service proposition to encourage customers to the phone or to enquire.

> Offline (direct) marketing still represents an effective form of recruitment given its penetration potential. Couple this with email 'retention' activities makes a powerful marketing strategy.

> Strong analytics that underpins any creative execution is essential given the complexities associated with converting customers online.

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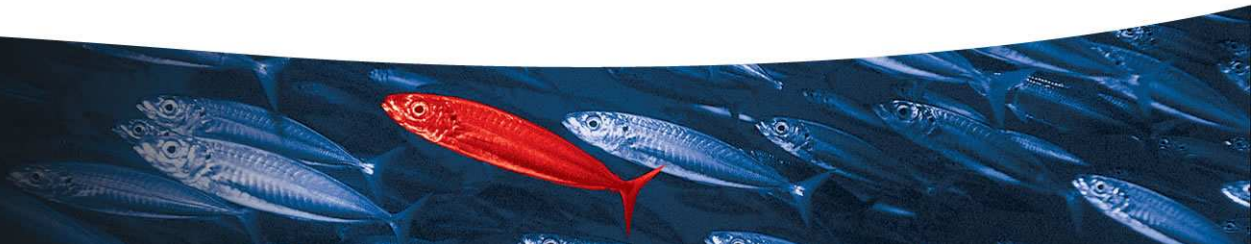
Want some help?

Mike Anderson
Managing Director

The Online Shopping Experts

0845-862-0416
www.wmps.biz