

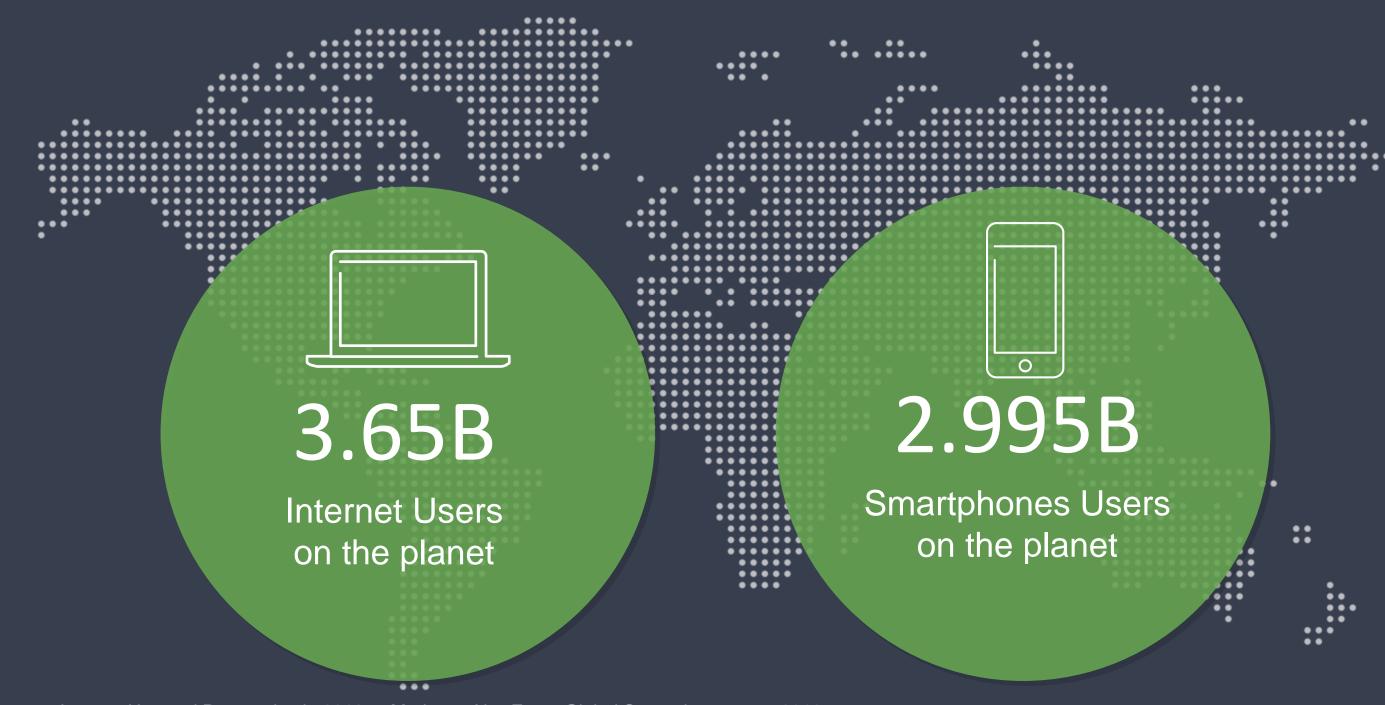
Genesys Session: Must have Web Technologies for 2019

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I am here to announce the death of the Hotels Websites, as we know them. Next year they will not be here anymore ... same for the **Customer Journey**!

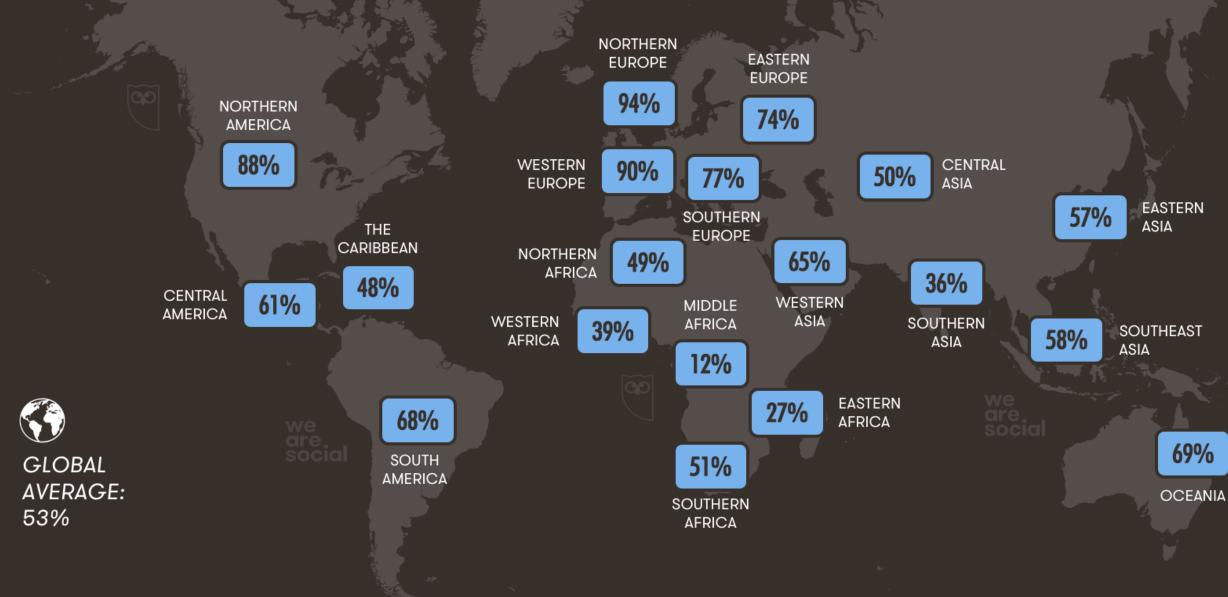


Source :Internet Use and Penetration in 2018 - eMarketer; NewZoo – Global Smartphone users 2018

JAN 2018

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES: REPUTABLE MEDIA. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.



we are social

🌲 🚺 3 🕙 🐇 🛜 🐗 99% 🕼 śr. 11:54 Dariusz Sankowski 🔍 🗄

0

70% of people use two or more devices.

Nearly 60% use three devices.

57%

Source: Google "Consumer Barometer," Oct 2018



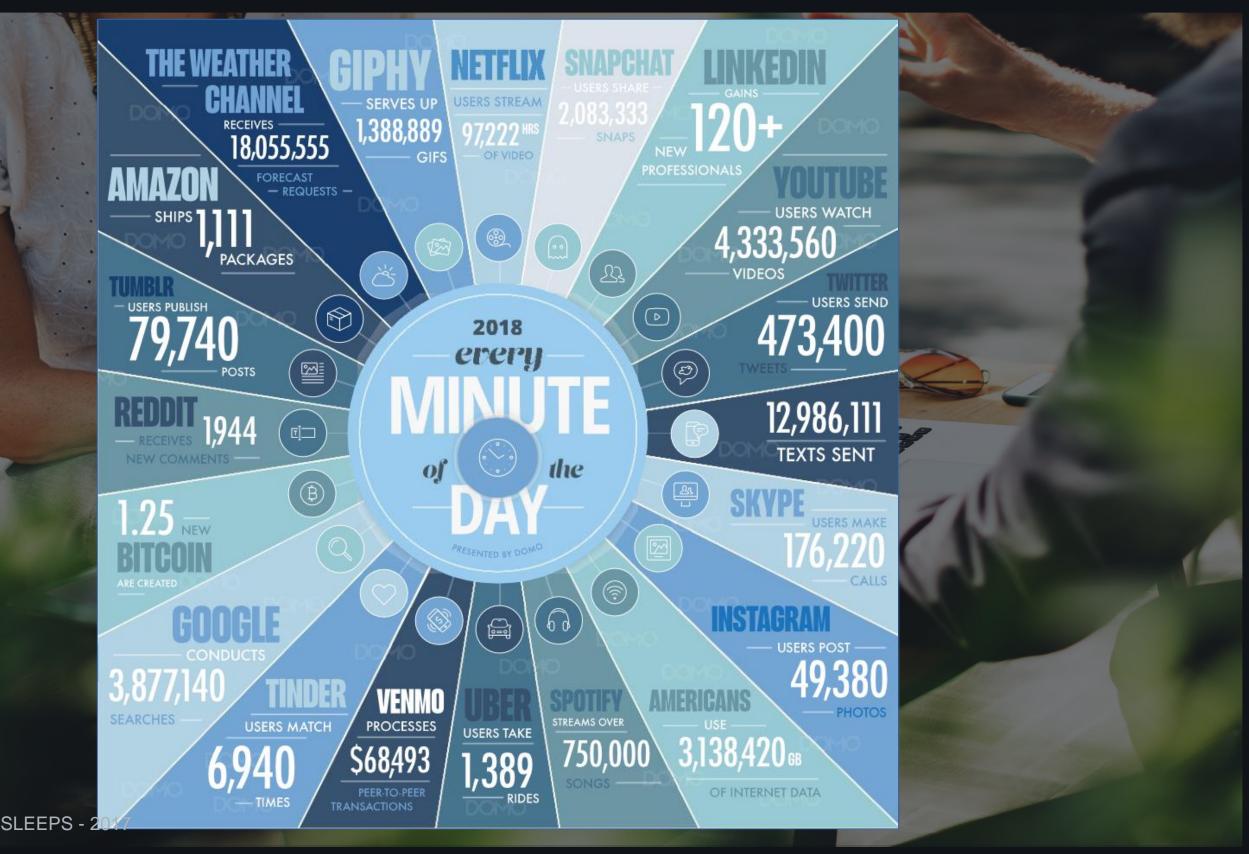


Not only at Home or Office

In Hotel

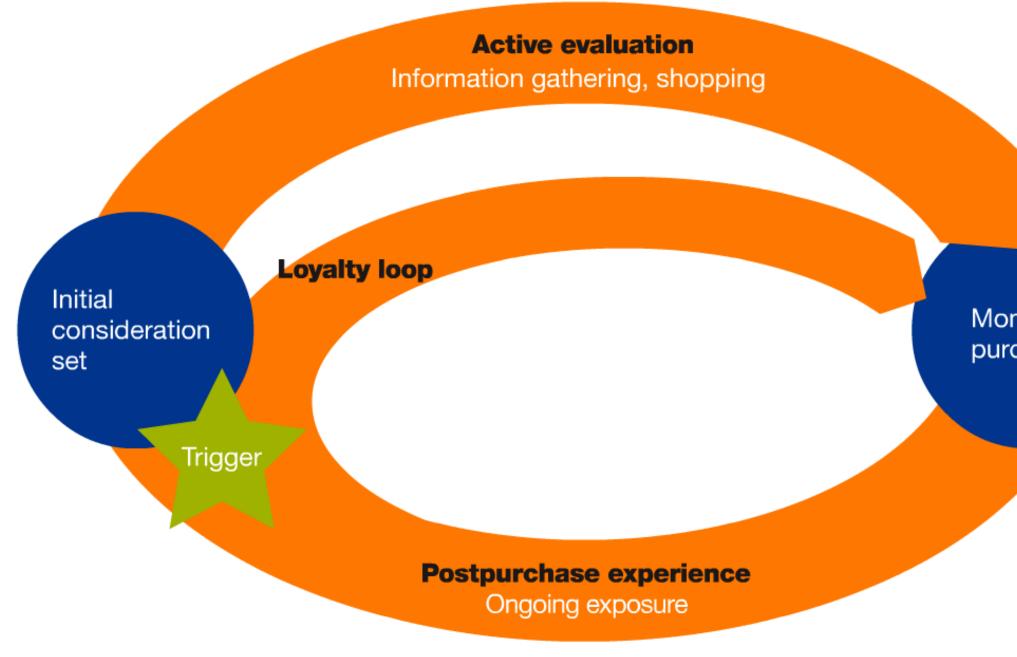
In Car





Source: DOMO DATA NEVER SLEEPS - 2

The New Customer Decision Journey

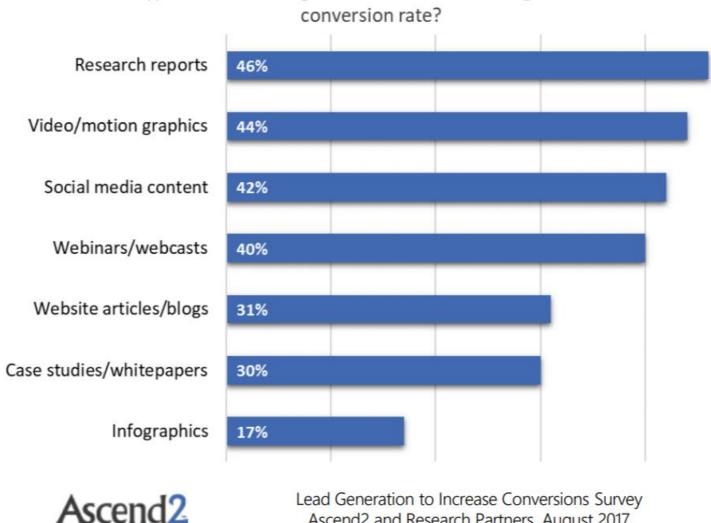


Source : The New Customer Decision Journey, Image Credit: McKinsey & Co.

Moment of purchase

Research reports and video or motion graphics are the types of content generating the highest rate of lead-to-customer conversions for 46% and 44% of marketing influencers respectively. These tactics are helping marketers overcome critical challenges to lead generation success.

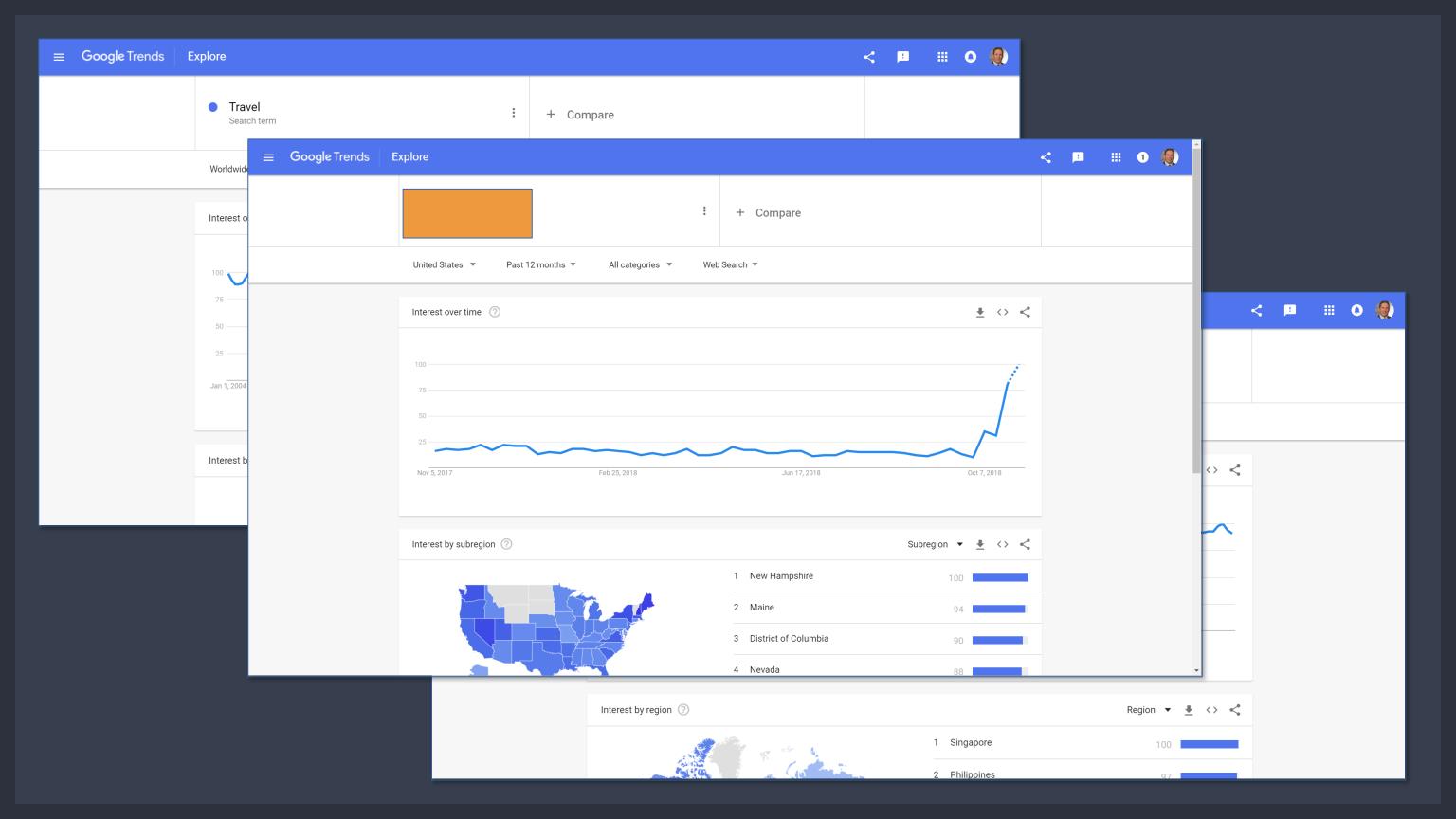
What types of CONTENT generate leads with the highest customer



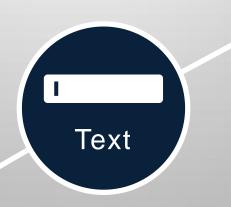
Lead Generation to Increase Conversions Survey Ascend2 and Research Partners, August 2017

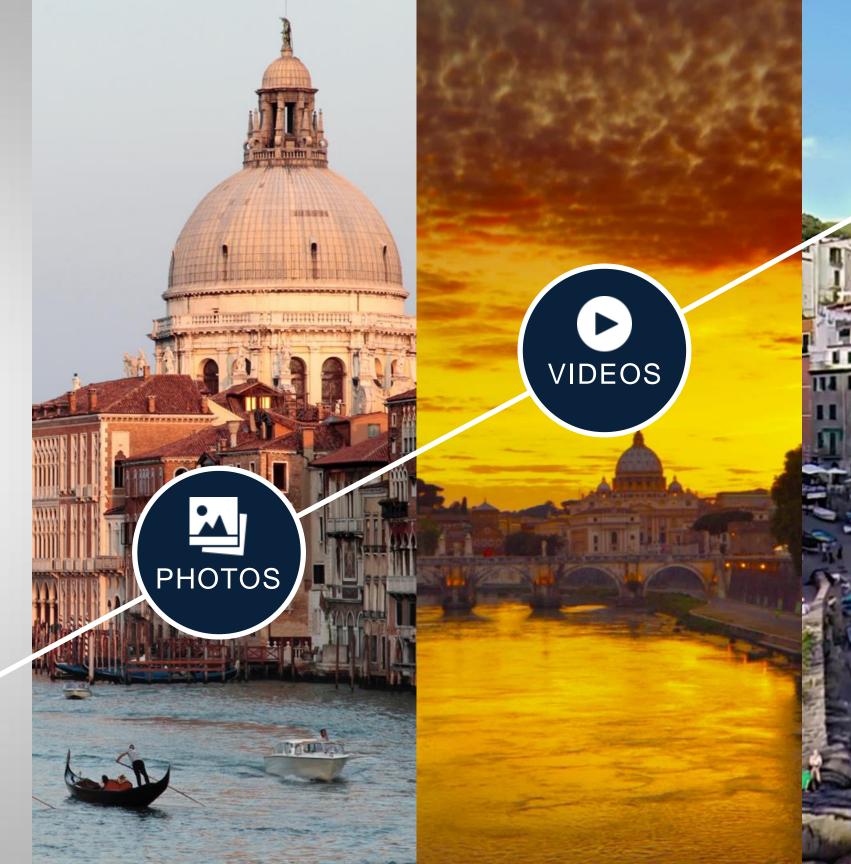
Source : Ascend2 - LEAD GENERATION TO INCREASE CONVERSIONS - Survey Summary Report 2017





"Wow, Italy is so beautiful!"







The (Yet Untapped) Potential of Augmented Reality

Estimated worldwide unit shipments of augmented & virtual reality devices*



* incl. screenless viewers, standalone and tethered head-mounted displays; forecast as of June 2018

(i) (=)

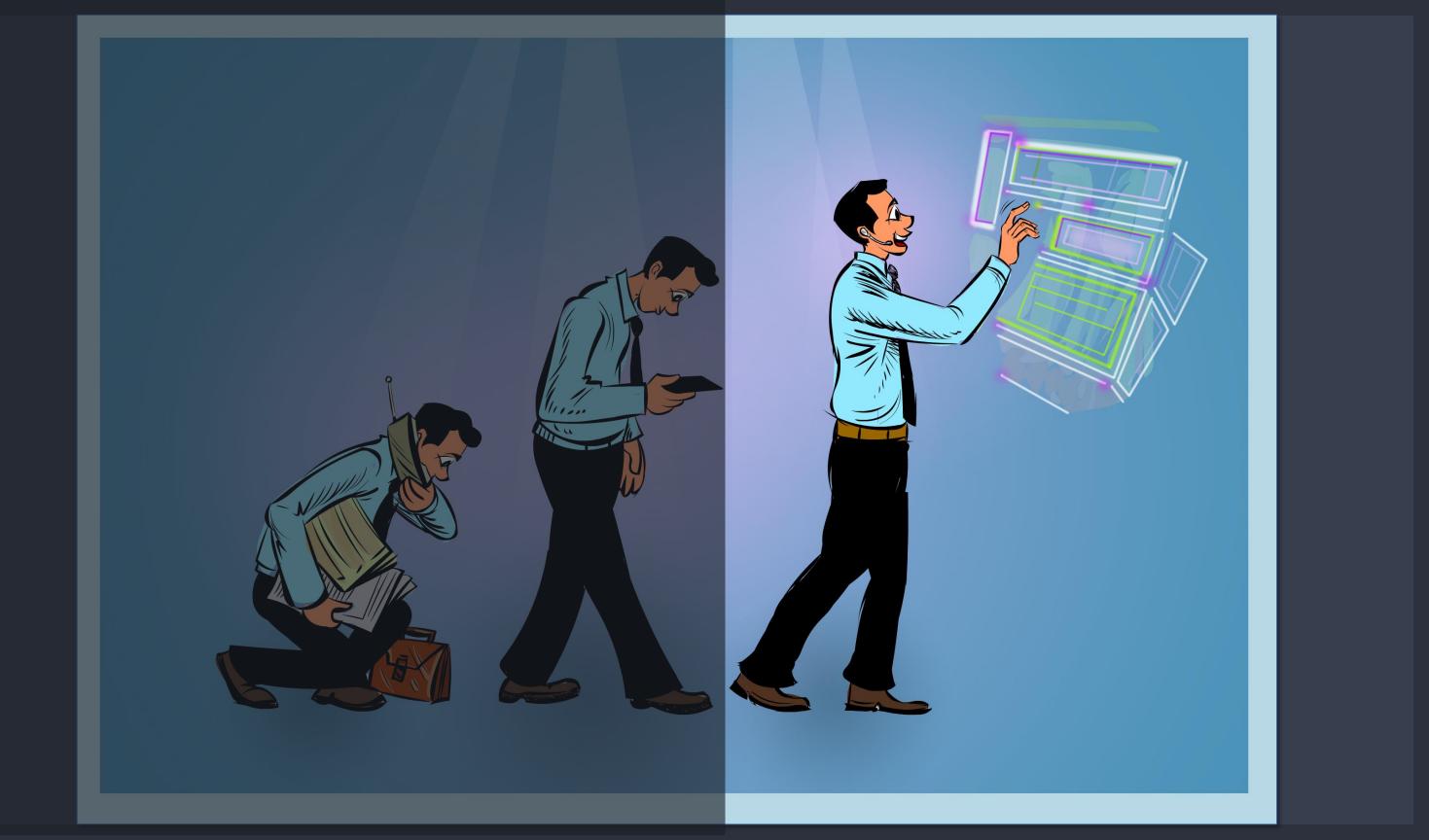
@StatistaCharts Source: IDC

(cc)











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