measure what matters

not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **140 websites** in the researching and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think
I PLAN MY VACATION

AWARENESS

INTEREST

EVALUATION

COMMITMENT

How I Really
PLAN MY VACATION

STEP 1
IDENTIFY CAMPAIGN TRAFFIC

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won't even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit Here (https://ga-dev-tools.appspot.com/campaign-url-builder/) to set one up.

STEP 2
LOCATE AND TRACK CAMPAIGN TRAFFIC

When you use a campaign tracking code, your analytics system will capture this traffic under the Campaigns section (not under Referrals). Once you set up all of your paid marketing campaigns with campaign tracking codes, you'll be able to evaluate the quality of each program all in one place.

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miles
PARTNERSHIP

Miles Partnership markets destinations and hospitality businesses by working with state tourism offices, convention and visitors bureaus, hotels and other organizations in the tourism industry to create forward-thinking digital and print content marketing solutions.

MEASURE ENGAGEMENT

You can't measure success by looking at surface numbers like CPCs (cost per click) because not all clicks are created equal. You want qualified, engaged visitors to come to your site who have a higher likelihood of converting. In order to understand the quality of traffic we have to measure beyond the click, and that starts with reviewing engagement.

Before you begin your evaluation, remove bounced traffic to ensure the metrics you're reviewing pertain to retained visitors. Then evaluate the visitor engagement with your site and your content by reviewing average pages per visit and time on site.

measuring beyond the click example: ENGAGEMENT

Comparing two campaigns, consider what can happen when you look beyond the click and simply measure engagement. On the surface (looking at just CPC or **quantity**), campaign B is the winner, but when factoring in **ENGAGEMENT**, campaign A delivered a more **qualified** visitor who engaged with the site longer.

| COST: $750	SURFACE METRICS		ENGAGEMENT METRICS			
Source	Clicks	CPC	Bounce rate	Retained Visitors (remove bounces)	Average Time on site	Total Minutes on Site
Campaign A	200	$3.75	**35%**	**130**	**3:00**	**390**
Campaign B	**400**	**$1.88**	75%	100	1:00	100

WINNER!

CAMPAIGN A delivered a **30% increase** in retained visitors with a **200% increase** in time on site.

TRACK GOAL COMPLETION

Signals of Intent to Travel (SIT). SITs are goals that you set up in your analytics system around the meaningful actions that you want your site visitors to take (see examples below). Once you've set these up, you can track all of your campaigns through to goal completion and start to understand the quality of your campaign traffic, over simply the quantity.

AUDIENCE

ENGAGEMENT
Bounce Rate, Time on Site, Pages per Visit

SIT
Signals of Intent of Travel
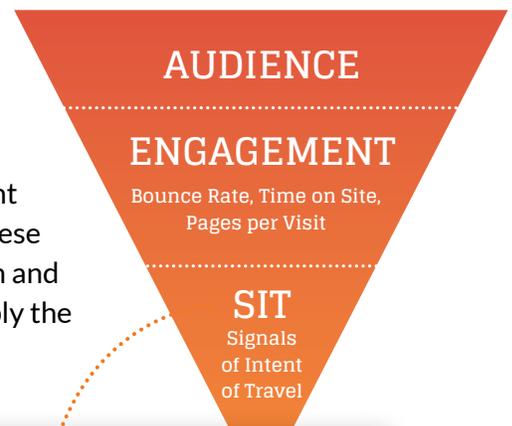
Hotel SIT Examples:

1. Pricing/avail page   2. View deals/offers   3. Click to call/email   4. View on map