

Turn Your Web Site into a Traveler's Preferred Destination

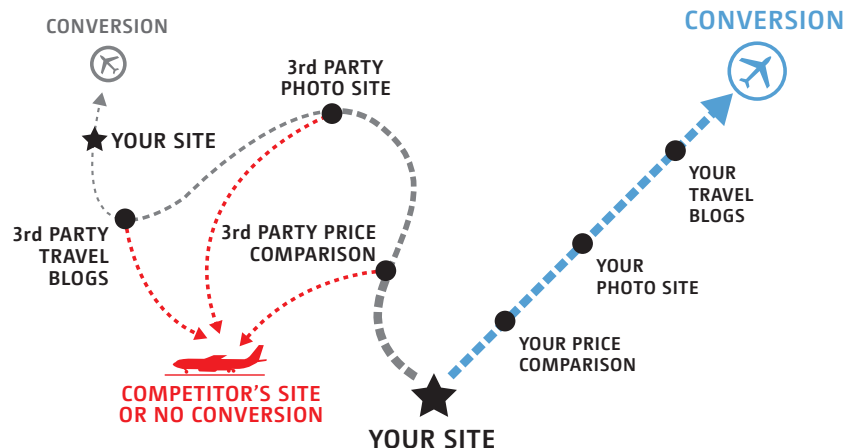


It may be every diehard traveler's dream to someday take a long, leisurely journey through numerous anonymous ports of call before finally arriving at the final destination. But you won't find many who want a similarly meandering experience on your web site when researching their next family vacation, booking a business trip or looking for the lowest hotel rate during high season in Honolulu.

Webtrends Travel Hub Builder provides travel and hospitality companies the data-driven understanding of their customers and business to turn their web sites into one-stop destinations for travel planning and reservations.

This industry-specific solution's powerful combination of analytics technology and services helps you:

- Build stronger, more profitable customer relationships based on visitor-level behavioral understanding of an individual's demonstrated travel and accommodation preferences.
- Uncover untapped markets and business opportunities faster by uniting your dislocated data silos and the insights they contain.
- Monitor and optimize traffic generated by every link, piece of content and design element on crowded landing pages.
- Reduce marketing costs by identifying the channels and partners that drive the most sales.
- Monitor and manage social and consumer-generated media chatter about your brands and competitors.
- Attract motivated visitors to your web site.
- Boost reengagement through targeted email marketing to distinct customer segments.



Put Visitors on the Right Path

Enrich your visitors' online experience for quicker conversions and better conversion rates.

Webtrends Technologies

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Ad Director™

Self-learning optimization of keywords and bid placement drives profitable traffic to your digital channels.

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Analytics 9

100 percent of critical enterprise analytics functionality, according to Jupiter Research, to optimize content, communications and online experience.

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Social Measurement™

Platform for pinpointing and participating in conversations about your products and brands on the social web.

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Marketing Warehouse™

Enterprise-scale, relational database for precise measurement of visitor engagement.

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Score™

Patented solution for identifying and targeting high-value customers.

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Visitor Intelligence™

Warehouse's presentation layer delivers visitor-level understanding of customers.

Extensive Travel Industry Experience

Webtrends understands the travel and hospitality industry's legacy booking and other systems. Since our founding in 1993, we have partnered with many of the industry's largest and most successful companies to help them uncover the customer trends and business opportunities in the data from their web sites, blogs, SEM campaigns and more. Our long list of travel and hospitality customers include Orbitz, Virgin America, Lufthansa, easyJet, STA Travel, Hilton, LaQuinta Inn and Suites, Carnival Cruise Lines, Amtrak and more.

Expert consultants. Webtrends veteran services and support consultants can provide one-time or ongoing support in the following areas:

- Metrics that align web site investments and business goals.
- Best practices for capturing and analyzing data consistently.
- Tagging and data integration strategies.
- Training to boost analytics adoption.
- Technical issues related to your Webtrends solution.
- Customized report creation.

Open Exchange partners. Webtrends partner network provides close integration with a large network of leading marketing optimization providers that can help you extend the value of your web site data. These services include:

- Content management
- Customer relationship management
- Enterprise campaign management
- User experience and website monitoring
- Ad serving
- Email marketing
- Targeting and optimization
- Site search

In addition, you can create best-of-breed solutions with the providers of your choice. Webtrends support for open standards lets you extract and integrate your web data with virtually any other marketing application.

UNITE INVENTORY AND DISTRIBUTION CHANNELS

Whether you are a primary travel and hospitality provider or manage a portal of offerings, your profitability hinges on how close you remain to your customers and the point at which they book their trips. This requires a holistic understanding of your customers and all of their interactions with your organization. Webtrends no-charge application programming interface (API) is just one of the standards-based methods we support for accessing, extracting and integrating your web site data with other systems.

- Connect web site data and offline data sources, such as traditional CRM systems.
- Meld the silos of customer data maintained by different business units.
- Integrate marketing efforts across channels.
- Analyze online customer data with familiar tools such as Excel, Crystal Reports and Cognos.

ATTRACT MORE LOOKERS, GENERATE MORE BOOKERS

Webtrends sophisticated search engine marketing (SEM) technology takes the guesswork and much of the heavy lifting out of acquiring new customers online. We also provide the analysis tools to create a web site experience that turns more of these new lookers into recurring bookers. With *Webtrends Travel Hub Builder*, you can:

Maximize paid-search investments. Self-learning technology uncovers the combinations of SEM keywords, placements and creative that generates the most revenue and conversions at the optimum price.

Spot trends. Aggregate tracking lets you uncover broad trends among customers, such as popular secondary locations in different regions when traffic to primary locations begins to slow down.

Track campaigns to conversions. Unique cross-domain and visitor-level tracking makes it possible to determine attribution across campaigns and business groups.

Target the right customers with the right promotions. Precise data and metrics let you build and explore real-time customer segments based on virtually any web site data.

Eliminate landing page dead ends. Track individual clicks on any number of links, promotions or content and use the results to help determine which pages and elements are attracting the most attention and driving traffic most efficiently to desired locations.

Offer relevant add-ons. Convince customers to expand their orders by promoting the most relevant add-on services. On-site search tracking helps correlate the search terms a person uses on your site with those of other customers who have booked similar trips or accommodations.

Count every click. Track individual clicks on any number of links, promotions or content, and use the results to help determine which pages and elements are attracting the most attention and driving traffic most efficiently to desired locations.

Reengage the right way. Remarket to customers with targeted email, using automated, daily lists of key visitor segments, such as customers who abandon shopping carts.

GET ENGAGED, REMAIN ENGAGING WITH WEB 2.0

Social media and multimedia can help customers commit to travel and accommodations sooner by turning far-off destinations and accommodations into tangible experiences – but only if this Web 2.0 content resonates with customers. Webtrends social and multimedia measurement tools help you:

Keep on top of product, brand chatter. Locate and monitor important topics and conversations on blogs, Twitter and other social media channels.

Speak with one voice. Coordinate social media responses across your organization in real time.

Determine the effectiveness of different multimedia investments. Measure how long customers dedicate to these different types of media and the actions they take after accessing this content.

Optimize for different devices. Determine the most effective ways to serve multimedia content and services to customers, based on the devices they use.

GAIN AND SHARE UNDERSTANDING FASTER

Webtrends flexible and highly customizable reporting and data visualization are ideal for the travel industry's complex booking practices and reporting requirements. Uncover insight and tailor how information is presented, based on the needs of different business groups and managers, using:

Reporting. Distinct data collection and analysis enables impromptu analysis and reporting. Data can be quickly sliced and diced any way you need it, without costly, time-consuming retagging of sites and pages. The interactive reporting console lets every member of an organization dynamically filter, drill into and query reports on the fly.

Dashboards. Keep up to date on important performance data and metrics – all displayed on a single, scannable dashboard.

Scorecards. Keep on top of multi-channel marketing campaigns with digital scorecards that combine performance data from online and offline sources.

A ROCK SOLID YET FLEXIBLE ANALYTICS INFRASTRUCTURE

Webtrends is the only analytics vendor that offers on-premise software or On Demand software as a service (SaaS), along with the option to switch between the formats. You can adapt your data storage and analytics capabilities to your business needs – without sacrificing previous analytics investments. Those who choose On Demand gain access to the analytics industry's most powerful, fail-safe backend, as evidenced by the following:

Scalability to spare. Even at peak hours, Webtrends On Demand is engineered to never exceed 50 percent capacity, and each tier of its data management system scales independently. This eliminates the reporting bottlenecks that occur during traffic spikes on other hosted solutions.

Rest assured. Webtrends does not lose customer data. Our SaaS offerings are the only hosted analytics service to offer a proven, fully-redundant data collection environment, so no single point of failure can lead to a loss of data.

Travel Industry Success

ORBITZ

- Web behavior connected with offline transactions and operational metrics to create a holistic view of the customer, enabling more effective customer interaction.
- Data analysis, reporting combined in Orbitz' warehouse to guide product and operational enhancements.
- Boosted reengagement through customized email remarketing to distinct customer segments.

HILTON

- Extensive consulting for understanding and optimizing the flow of visitors from initial entry into the site through the reservation process.
- Segmentation of visitors to understand how different loyalty levels interact with the site.
- Comprehensive metrics for ten Hilton Family hotel brands in multiple countries.

STA TRAVEL

- Optimized campaigns and communications through closer monitoring of all engagements on the web, including social network sites and applications.
- Improved online experience for visitors, using analytics insight to retool web site.
- Gained broader business insight through combined analytics and other results.

VIRGIN ATLANTIC

- Increased visibility into marketing performance via desktop alerts.
- Enhanced evaluation of page real estate and impact of onsite promotions.
- More efficient conversion and improved customer experience with insight from Webtrends scenario analysis.