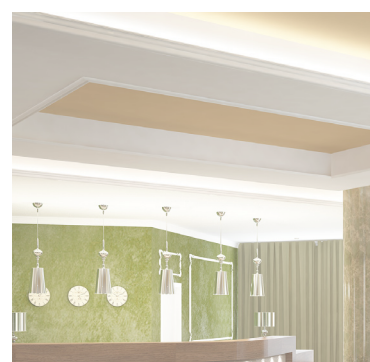
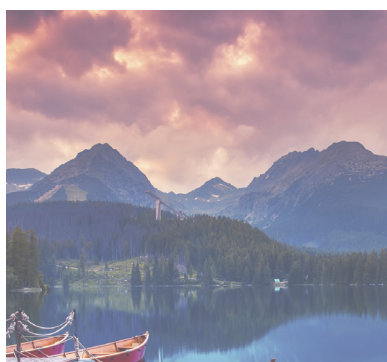


33 Website personalization terms every hotelier needs to know





Today, personalization is a top priority for the CEOs of the world's leading hotel brands - and it should be the case for everyone. As more and more hotels look for innovative ways to increase direct bookings, the power of website personalization is clear. By tailoring the website to each and every user, you can offer guests a unique online experience, which will be reflected by higher direct conversions and revenue.

But does personalization jargon leave you perplexed? We've put together a glossary to help you better understand the key terms related to website personalization and ensure you are putting the right message in front of the right customer at the right time.

A

A/B test

An A/B test allows hotels to create two versions of a personalization campaign on the hotel's website to compare which one results in more conversions. It is a quick and easy way to optimize the right message and offer to maximize returns.

Average booking value (ABV)

ABV is an important ecommerce metric that monitors the average price paid per direct reservation on a hotel's website. It is calculated by dividing the total revenue from website bookings by the total number of bookings for a given timeframe. The ABV can be improved by using personalized content and other upselling techniques to encourage higher spending.

B

Best rate guarantee (BRG)

BRG is a hotel strategy to drive visitors to book direct by communicating to users that the room rates offered on their website are lower or equal to rates found anywhere else. Hotels should consider matching the rate automatically if searches for the same hotel, room type and reservation dates are detected at a lower rate elsewhere.

Booking funnel

The booking funnel is a phrase used in e-commerce to describe the path customers take when reserving accommodation online. A typical hotel booking funnel includes the following steps: website visits, room search, room selection, booking form, booking confirmation. By optimizing user experience at each step, hoteliers can pull people through the funnel and guide them to complete the booking.

Booking window

The booking window is the timeframe between the date a guest makes the reservation and the arrival date at the hotel. It can be a useful trigger to launch personalized website campaigns (either early bird or last-minute promotions).



Conversion rate

The conversion rate is the percentage of people who visited your website and ended up booking. It is obtained by dividing the number of direct bookings by the number of unique visitors who searched the website in the same time period, multiplied by 100. By reducing friction throughout the booking process and providing a personalized website experience, hotel brands can boost their conversion rate.



D

Distressed inventory

Distressed inventory are those dates when a hotel does not expect the rooms to be sold at full price. A commonly used technique is to offer last-minute deals to encourage visitors to book and avoid having vacant rooms. To maintain control over who has access to these deals, hotels can use strict targeting rules to limit who sees the offers on the hotel website to only very specific segments.

Dynamic content

Dynamic content is personalized website content. It changes and adapts automatically based on the user's behavior, preferences, timing considerations or other parameters. This means that different users who visit the same hotel website at the same time may see different content. It is a key part of being able to offer users a personalized website experience.

E

Early bird offer

An early bird offer is a discount or promotion that is available to users who make their hotel booking very far in advance of their arrival date. In terms of website personalization, it is possible to trigger an early bird offer based on the booking window and therefore only show it to users who are searching for stays in advance within a specific date range.

Exit intent

Exit intent banners allow hotels to show the right message to catch the visitor's attention when they are about to abandon the hotel's website. It can be used to communicate a specific message, a special offer or a perk for booking direct. To ensure the most effective message possible, the banner can be personalized based on a wide variety of targeting options.

F

Flash sales

Flash sales are time-limited sale promotions. It is a technique commonly used by hotels to sell rooms when their occupancy is low. Alternatively, a hotel may choose to launch a flash sale on a specific date such as Black Friday to generate a peak in bookings. Targeting rules enable the hotel to define who does or does not see these promotions on the hotel website at any given time.

H

High purchase intent user

This is a website user who, based on their profile and behavior, is identified as having a high probability of booking. Using predictive analytics, it is possible to segment users in real-time and automatically adapt the website to maximize returns. Hotels can target users with high purchase intent using incentives and relevant content to “push” them to upgrade to a suite or buy additional services (spa, golf, restaurant...) thus increasing the conversion rate and ADR of high value users.

L

Last search

Last search is a technique that enables returning users to resume their previous search without filling out dates or room type again. By automatically detecting when a user returns to the hotel’s website, it displays a button for them to click to continue their booking where they left off. By making the booking process as simple and fluid as possible, it encourages returning visitors to book direct.

Layers

A layer is a type of banner that is customized to integrate seamlessly with a hotel brand's website design. It is used to communicate a personalized message when a visitor arrives on the hotel website or at other key points in the booking process. The layer often includes a CTA (call to action) button to guide the visitor to the desired page.

Low purchase intent user

This is a website user who, based on their profile and behavior, is identified as having a low probability of booking. Using predictive analytics, it is possible to segment users in real-time and automatically adapt the website to maximize returns. Hotels can target users with low purchase intent with a special offer (discount or benefit) and generate additional revenue from users who would otherwise have left the web without booking, without cannibalizing the sales of users with high purchase intent.

HHTM

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Your Stay: -

Guests: 2 Adults, 2 Children (Age: 0, 0)

Modify

View By Rate

View By Room

Refine Results

Deluxe Queen Room Non Smoking

250 - 350 sqft / 23 - 33 sqm

One Queen Size Sealy Posturepedic Plush Bed with Duvet. Newly Renovated. Approx. 400 Sq Ft

More about this room

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+ 3 Free Rewards

Excluding Taxes & Fees

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+ Complimentary High-speed Wi-Fi

+ In-room Coffee & Tea

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Machine learning

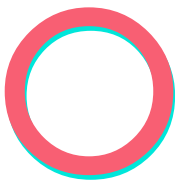
Machine learning is an application of artificial intelligence (AI) that involves the ability of computers to learn from past experiences and observations. Applied to the area of website personalization, the technique comprises of constantly acquiring, contextualizing, processing and analyzing customer data on the go, and turning it into actionable and predictive insights to generate a superior guest experience to maximize conversion.

Minimum length of stay (MinLOS)

MinLOS is the minimum amount of days that a guest can spend at a hotel for a particular booking. It is a useful condition that can be used to apply to personalized website offers to avoid short or one-night stays, increase the booking value and improve occupancy ratios on adjacent days.

Multivariate test

Multivariate testing enables hotels to test multiple combinations of personalization campaigns on a single page at the same time in order to determine which combination produces the best outcome.



One-click promo code

A one-click promo code is a marketing technique that allows hotels to offer customers a discount or a perk on their website without actually disclosing a promotion code. With one click, the visitor can go to the booking engine with the offer already applied. The advantage is that the hotel can control who has access to the offer and it avoids the risk of promo codes being circulated widely on social media sites or elsewhere.

P

Predictive analytics

Predictive analytics is a subfield of machine learning. This statistical analysis is focused on anticipating future trends based on existing data. The assumption is that future outcomes may be inferred from past and present information. It is particularly useful when applied to hotel website personalization as it makes it possible to segment users based on their likelihood to buy, ranging from low to high purchase intent.

Predictive personalization

Predictive personalization uses machine learning techniques to segment users in real-time based on their behavior and then automatically personalize the website for each visitor with the strongest messaging and offer to motivate them to book. It is a pioneering new concept within the hotel industry that adds the user into the revenue management equation.

Price comparison

Price comparison is a widget displayed on the hotel website that lets visitors compare prices without leaving the website. It reassures guests that the hotel is offering the best available rate compared to OTAs and other websites. It can also be used to showcase any additional benefits of booking direct, such as a welcome drink or early check-in.

Price match

Price match is a technique that helps hotels fight back against price disparities. For a specific search, if the hotel rate is being undercut by OTAs or metasearch engines, the rate can be automatically matched. If you do not want to exceed a maximum discount percentage, you can limit the discount that can be offered.

R

Retargeting

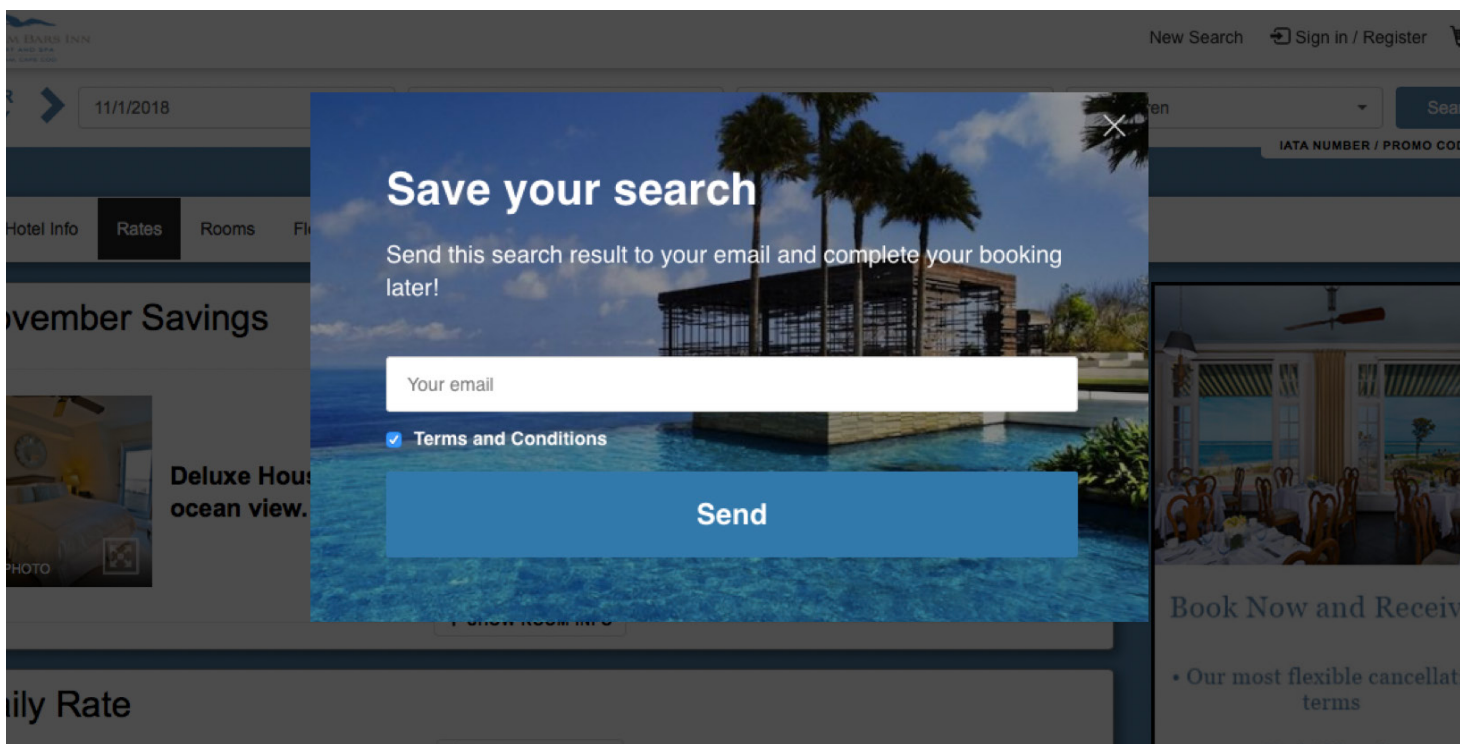
Retargeting is a technique that allows hotels to make it easy for visitors to come back to their website by keeping track of the hotel searches and afterwards, displaying them while the user is browsing the internet. It is an effective way of bringing back users who aren't ready to confirm their booking on the first visit to your hotel's website.

Revenue per visitor (RevPV)

RevPV measures the average amount of money generated per user visiting a hotel's website. It is calculated by dividing the total hotel website revenue earned during a given period of time by the total number of website visitors during the same timeframe. Even if website traffic remains stable, RevPV can be increased significantly by optimizing the user experience throughout the booking funnel to improve the conversion rate.

Reviews summary

This is a widget that aggregates and displays review scores of the hotel from multiple OTAs and review sites to reassure potential guests and inspire confidence. By publishing comments on the hotel homepage from their happiest customers, brands can highlight their strengths right from the outset.





Saved search

Saved search is a technique that helps people who are researching where to stay remember your hotel. Visitors are able to save their searches and receive an automatic email with your best available rate for those dates. When they click on the link in the email, they go straight back to their previous search on your booking engine.

Segment

Segments are the defined categories you put your hotel website visitors into so you can personalize their user experience and interact with them more effectively. Today's technology makes it possible for users to be attributed to a specific segment in real-time and to adapt the website accordingly.

Shoulder date

Shoulder dates are lower demand days that fall very close to other periods with high demand. An effective way for hotels to generate extra revenue is by displaying personalized offers (such as a "4 nights for the price of 3" promotion) to users searching for high demand dates to encourage them to extend their stay to include shoulder dates. This can also help to avoid selling out with one-night stays during high demand periods.

Smart notes

Smart notes are in-web notifications to nudge your website visitors towards a booking. These automated notes can show messages based on the hotel's website activity to create a sense of urgency or can be used to highlight specific hotel features or the advantages of booking direct.

T

Targeting rules

Targeting rules are a set of targeting options that allow hoteliers to take a laser approach towards specific visitors and display dynamic content on the hotel's website to meet their needs and expectations. Rules can be based on an infinite number of criteria such as user nationality, location, traffic source, booking dates, booking window, length of stay, booking value, digital device or new/returning customer. By displaying hyper-relevant content and promotions, it is possible to enhance the website experience for visitors and increase conversions.

U

User experience

User experience is the overall experience of a visitor interacting with the hotel website, especially in terms of usability and design. By removing friction at each stage of the booking funnel and by providing relevant, personalized content, it is possible to improve user engagement and increase conversion rates.

W

Website personalization

Website personalization is a technique whereby hotel brands can make each guest feel special and valued by adapting the website experience to suit their needs. It is about how you seduce the user, guide them to trust you, and then convince them that your hotel is the right choice. Effective website personalization enables hotel brands to significantly increase engagement and conversion rates.

About The Hotels Network

The Hotels Network is an innovative technology company working with over **16,000 hotels around the globe**. The company offers clients a full-stack growth platform **to power their direct channel**. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey. In addition to **price comparison, reviews summary** and a **full suite of personalization options**, the company's latest product innovation, **Oraculo, is the world's first predictive algorithm for hotels**.

The company's mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.

