Best Practices

Stay True to Your Brand Image
Website Personalization Techniques For Luxury Brands
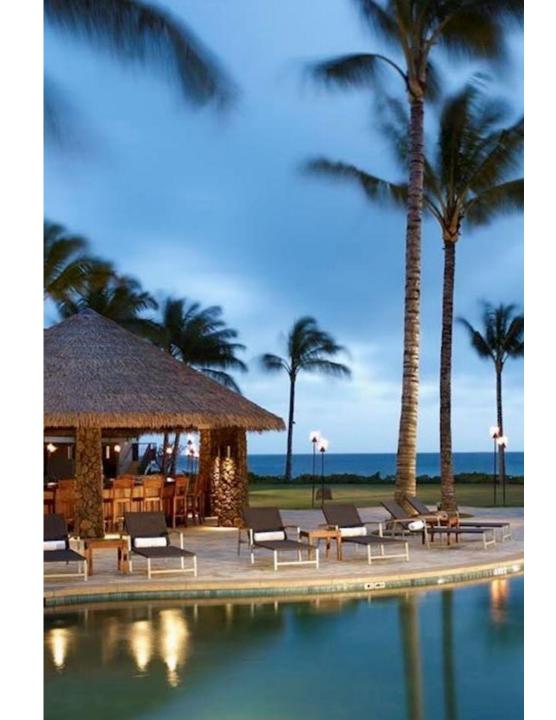
THE HOTELS NETWORK

The Importance of Brand Image

In luxury hospitality the importance of brand identity is paramount, especially when considering the impact this identity has on potential bookers.

Your identity is the foundation of interest that builds the desire of a traveler to book and this desire is nurtured on your website.

Once potential guests enter your website, they need to be made to feel the personality of the brand through visually stimulating content, and customizing your website experience for each user is one way to do this.

Here, we give a brief introduction into the types of personalization tools and targeting options that can be used to maximize website user engagement, followed by a series of examples from luxury brands to inspire you.

Choosing the Best Combination of Message Formats

Before jumping into examples from our hotel clients, let's explore the design options available at The Hotels Network platform – all completely customizable to match your brand image.

The choice of format used is key to hit the sweet spot of your visitor's first impression, so be sure to choose a combination of formats that fits perfectly with your website's look and feel.

Smart Notes
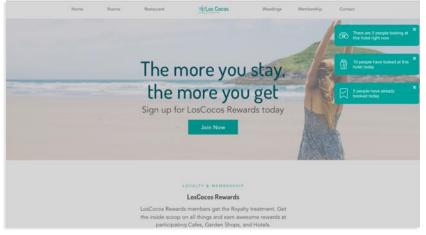Nudge users towards a booking with real-time notifications
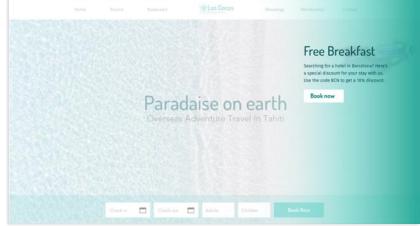
Layers
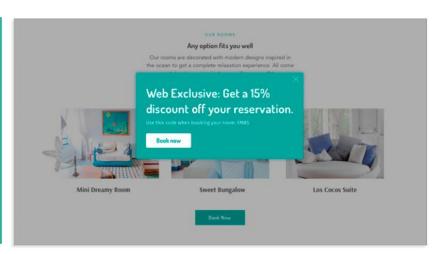Create a personal and engaging user experience

Inliners
Seduce users with subtle messages without interrupting the UX

Exits
Persuade abandoning visitors to stay on your website

Optimizing Personalization Using Advanced Targeting Options

Timing
- Date range
- Days of the week
- Time of day
- Timezone

Demand
- Stay dates
- Stay days of the week
- Release
- Length of stay
- Booking value and availability

Travel Party
- Number of adults
- Number of children
- Number of rooms

Visitor Profile
- Location
- Source

Visitor Behavior
- Visitor status
- Previous interactions

Custom Targeting
- Device
- URL variables
- CRM

Timing: Date range / Day of the Week / Time of Day

User location: Country / State / City or where the user is located

Traffic source: TripAdvisor, Google, Instagram, custom domain…

Loyalty: Differentiate between logged members and non-members

Retargeting: For users who visited your website in the past 30 days.

Booking search dates: For stays within a specific date range

Release: Early bird / Last-minute / Custom release

Length of stay: Based on a minimum or maximum number of nights

Booking value: Within a specific price range (minimum / maximum amount)

Availability: When sold-out, send users to a sister hotel located nearby

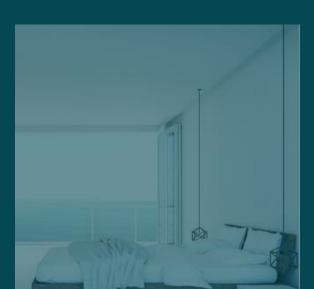**Device:** Display only for mobile or desktop or all devices

Custom targeting: Build your own based on variables in the URL
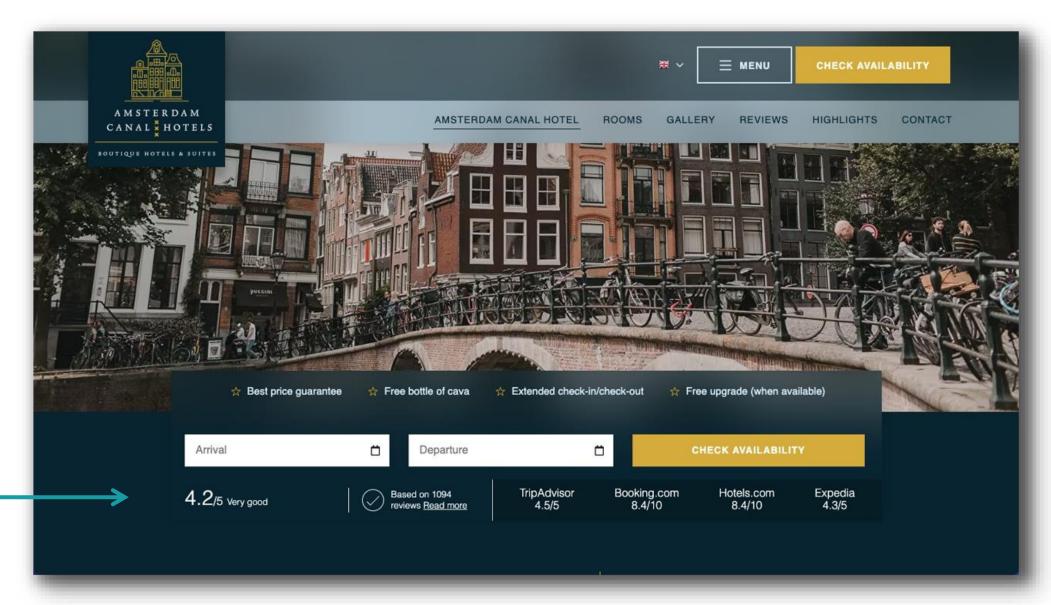
Time for Some Inspiration?

Examples of effective personalization techniques

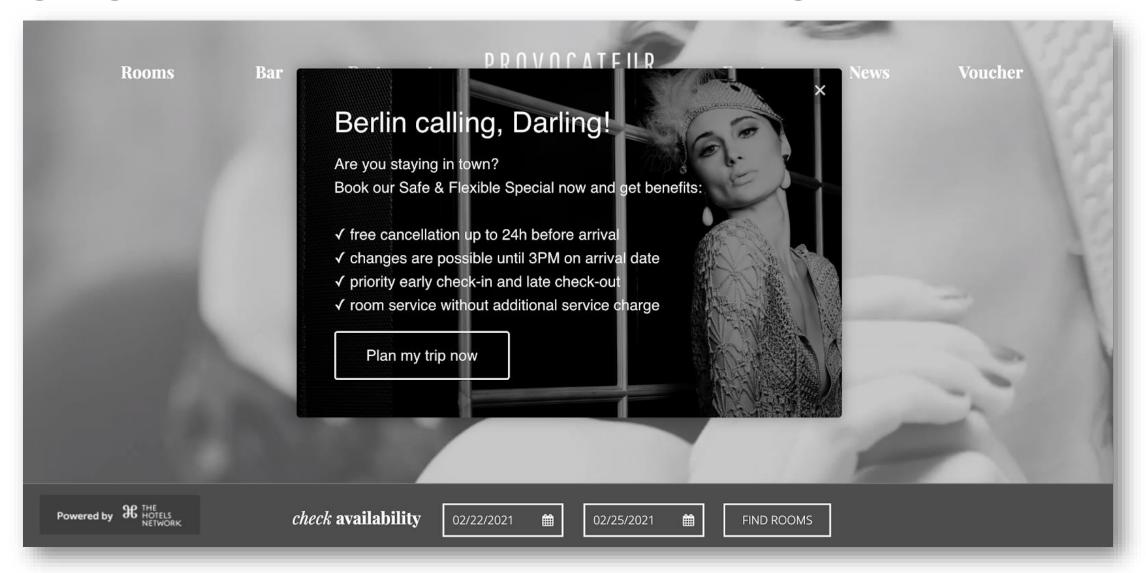# Make Sure Users Know about Your Incredible Guest Satisfaction

Establish Credibility Highlighting Your Awards
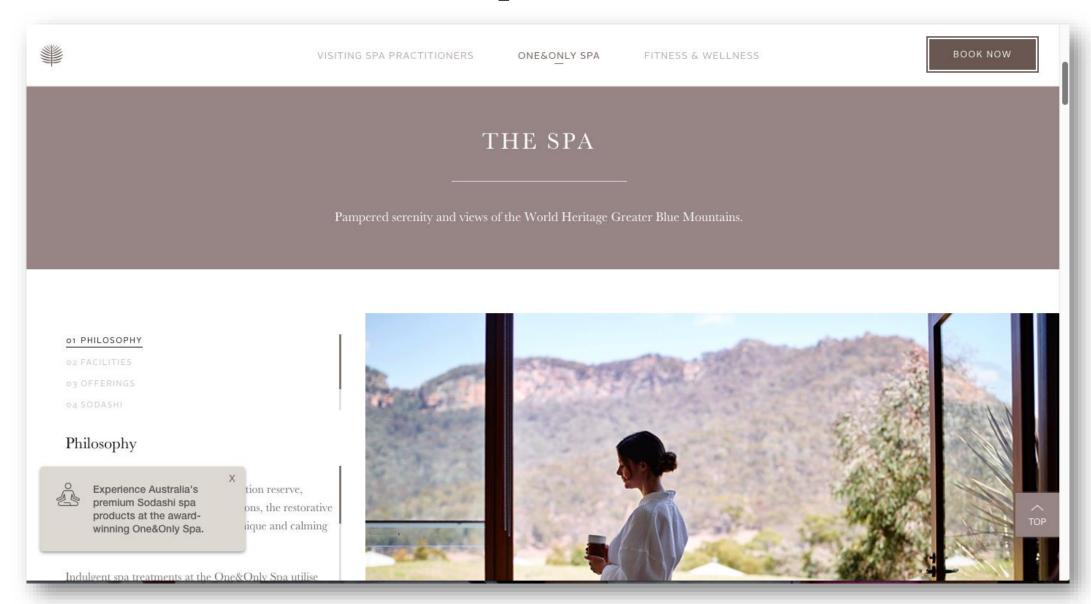
Highlight the Exclusive Benefits of Booking Direct

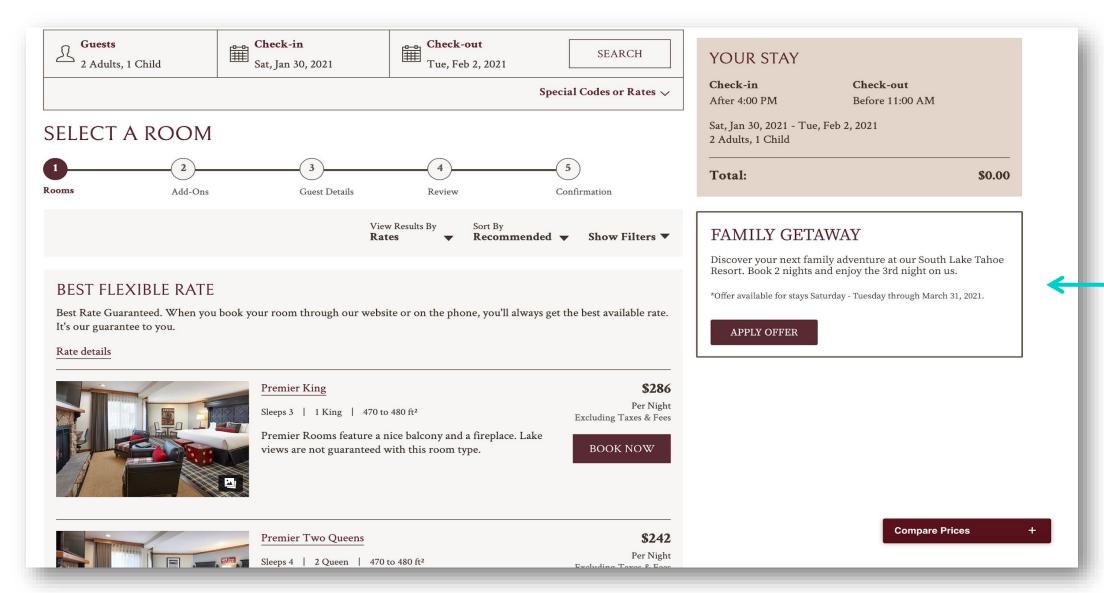# Let Your Brand Personality Shine Through with Engaging Words
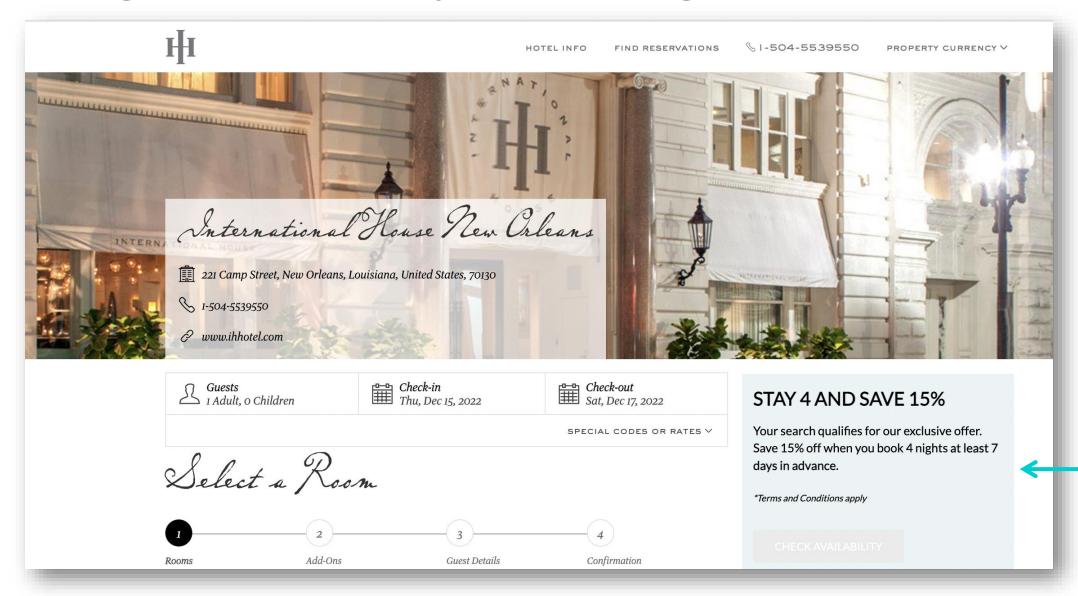
Offer an On-Brand Website Experience
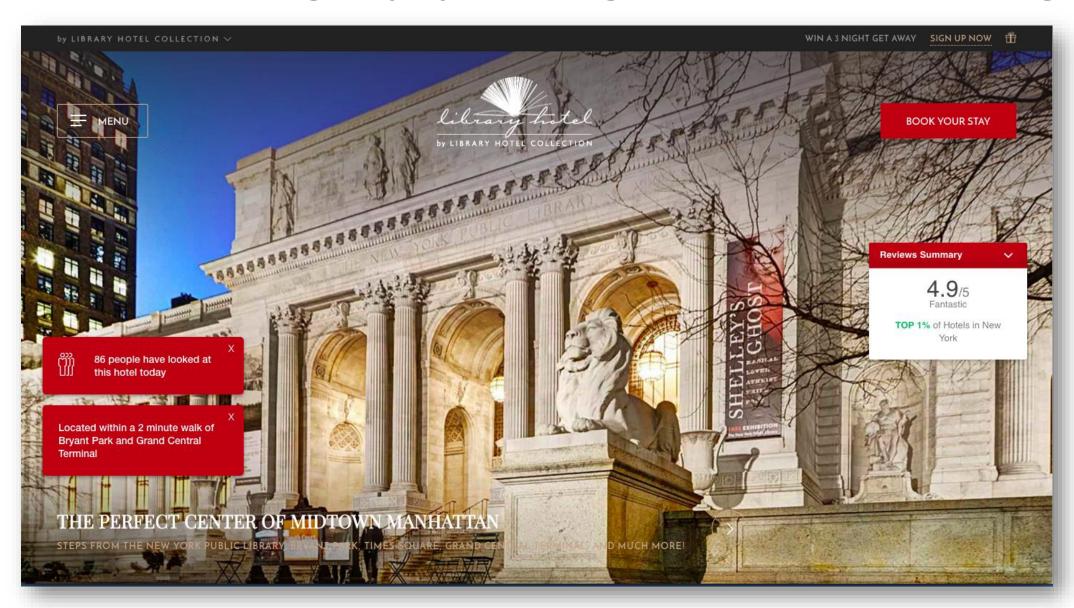
Draw Attention to Relevant USPs for Each Visitor

Guests
2 Adults, 1 Child

Check-in
Sat, Jan 30, 2021

Check-out
Tue, Feb 2, 2021

SEARCH

Special Codes or Rates ⌄

SELECT A ROOM

1 Rooms — 2 Add-Ons — 3 Guest Details — 4 Review — 5 Confirmation

View Results By
Rates ⌄

Sort By
Recommended ⌄

Show Filters ▼

BEST FLEXIBLE RATE

Best Rate Guaranteed. When you book your room through our website or on the phone, you'll always get the best available rate. It's our guarantee to you.

Rate details

Premier King

Sleeps 3 | 1 King | 470 to 480 ft²

Premier Rooms feature a nice balcony and a fireplace. Lake views are not guaranteed with this room type.

$286
Per Night
Excluding Taxes & Fees

BOOK NOW

Premier Two Queens

Sleeps 4 | 2 Queen | 470 to 480 ft²

$242
Per Night
Excluding Taxes & Fees

YOUR STAY

Check-in
After 4:00 PM

Check-out
Before 11:00 AM

Sat, Jan 30, 2021 - Tue, Feb 2, 2021
2 Adults, 1 Child

Total: **$0.00**

FAMILY GETAWAY

Discover your next family adventure at our South Lake Tahoe Resort. Book 2 nights and enjoy the 3rd night on us.

*Offer available for stays Saturday - Tuesday through March 31, 2021.

APPLY OFFER

Compare Prices   +

Encourage Visitors to Stay a Little Longer

Create a Sense of Urgency by Showing that Others Are Looking Too
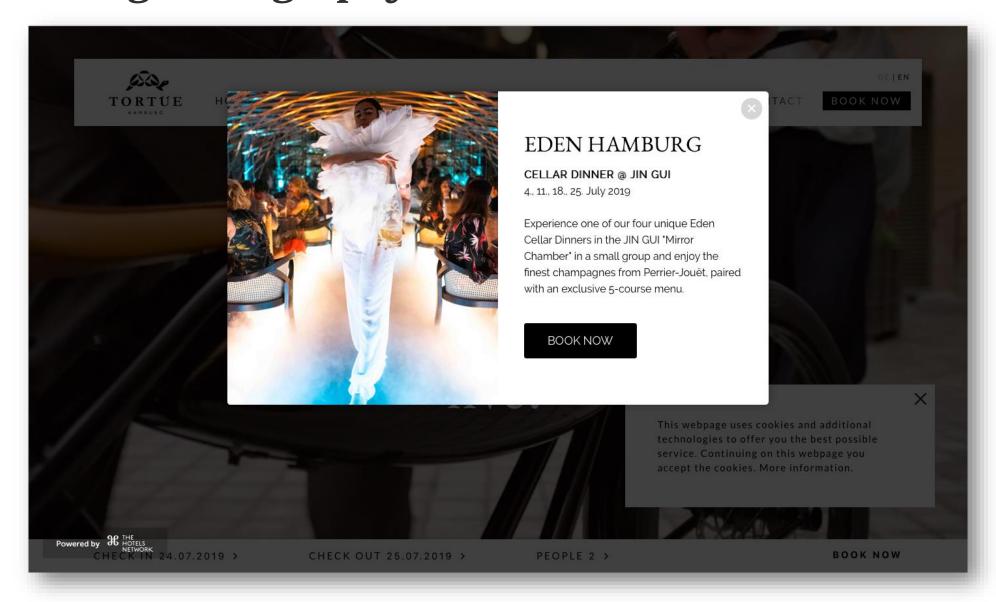
Add a Countdown Clock for Limited Time Exclusives
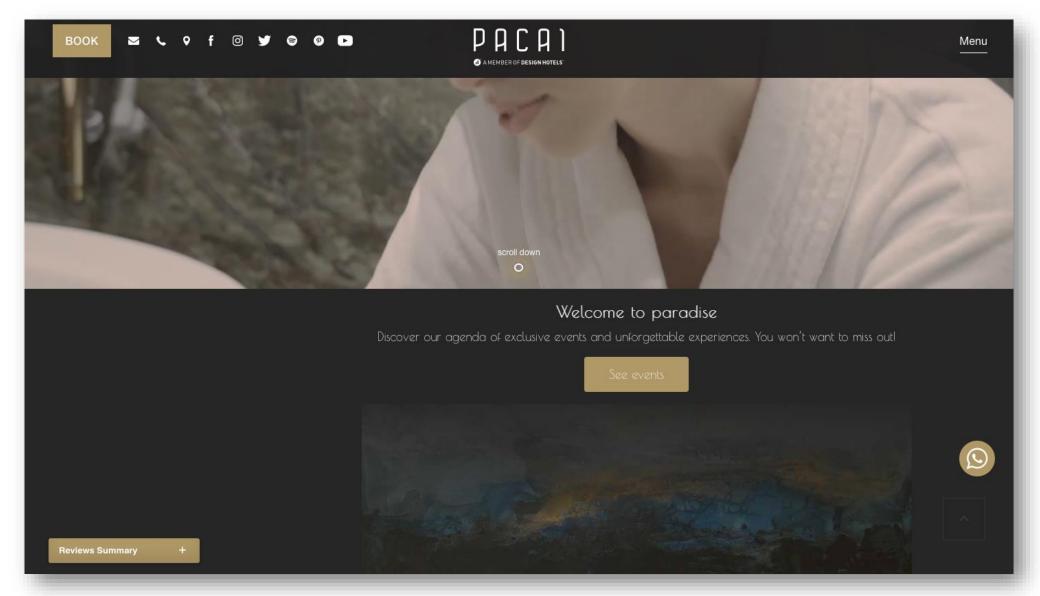
Upsell Your Exclusive Spa Services

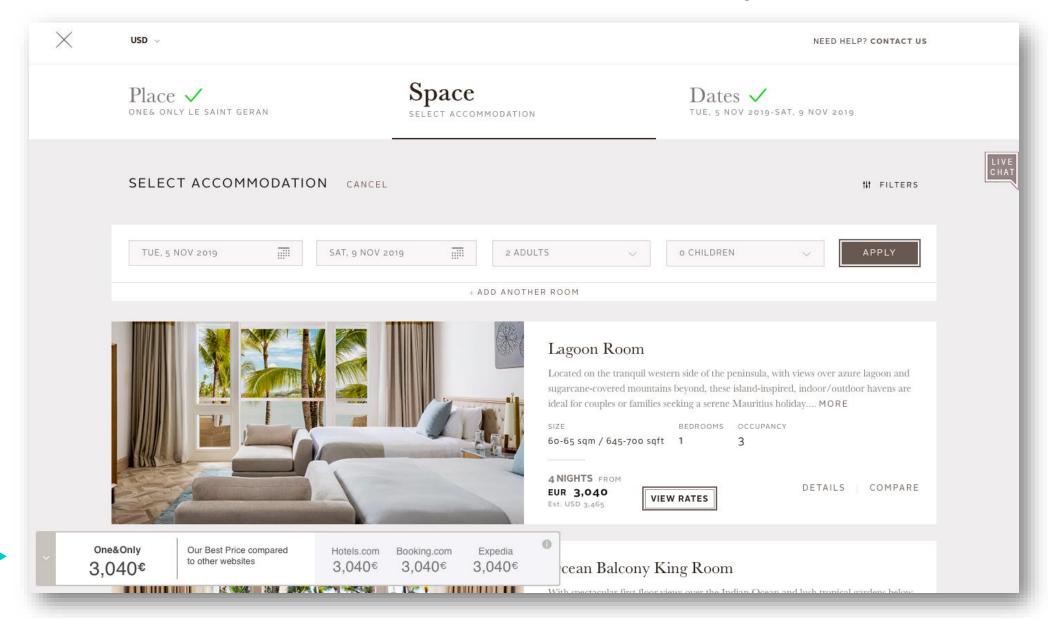# Use Striking Photography to Promote Your Exclusive Events

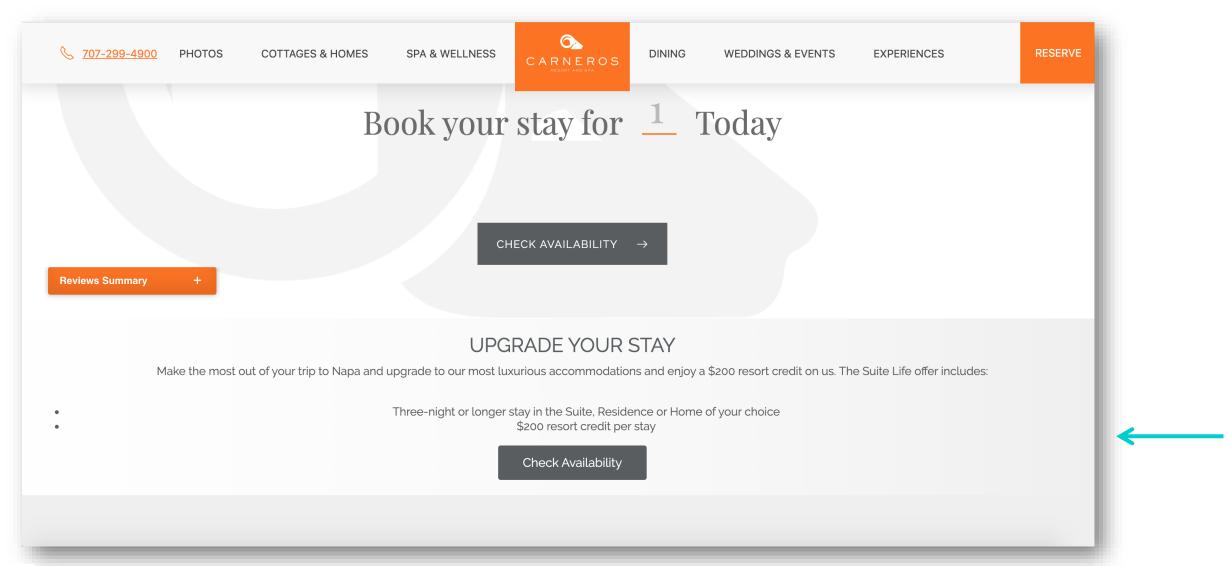# Or Perhaps You Prefer Inliners' with a More Subtle Design?

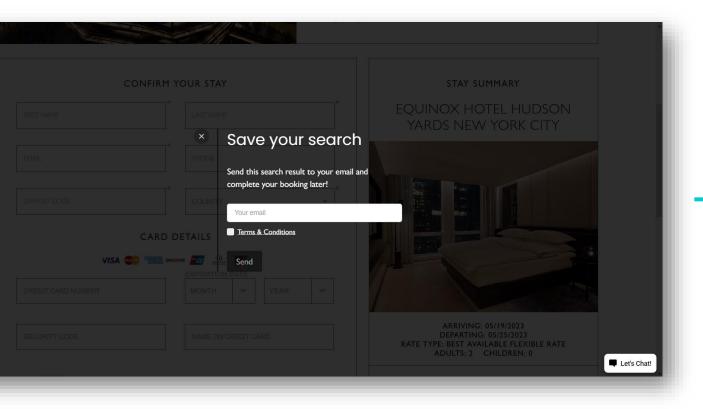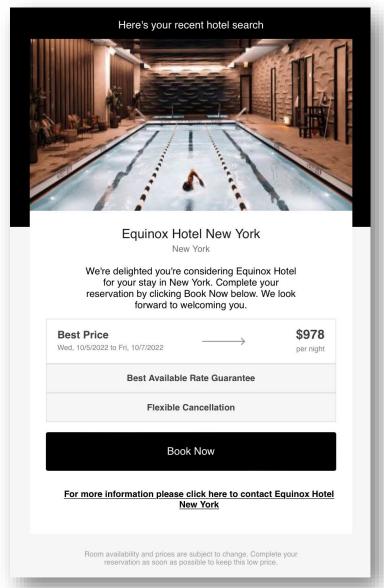# Reassure Guests About Price – Even Luxury Travelers Care

Upsell to Higher Room Categories with Perks Like Resort Credit

707-299-4900   PHOTOS   COTTAGES & HOMES   SPA & WELLNESS   CARNEROS RESORT AND SPA   DINING   WEDDINGS & EVENTS   EXPERIENCES   RESERVE

Book your stay for   1   Today

CHECK AVAILABILITY →

Reviews Summary   +

UPGRADE YOUR STAY

Make the most out of your trip to Napa and upgrade to our most luxurious accommodations and enjoy a $200 resort credit on us. The Suite Life offer includes:

-
-

Three-night or longer stay in the Suite, Residence or Home of your choice
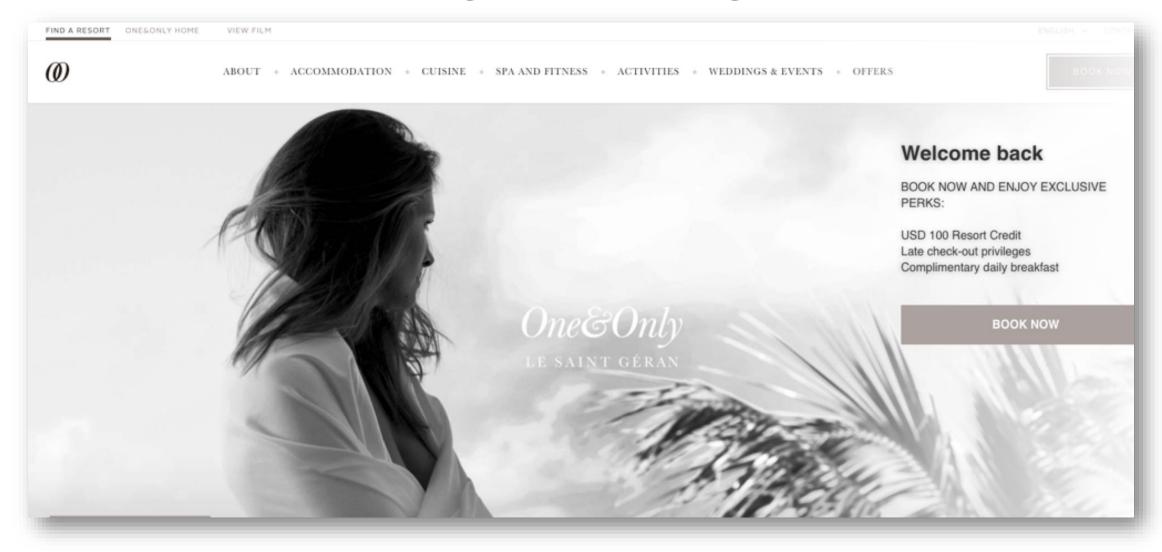$200 resort credit per stay

Check Availability

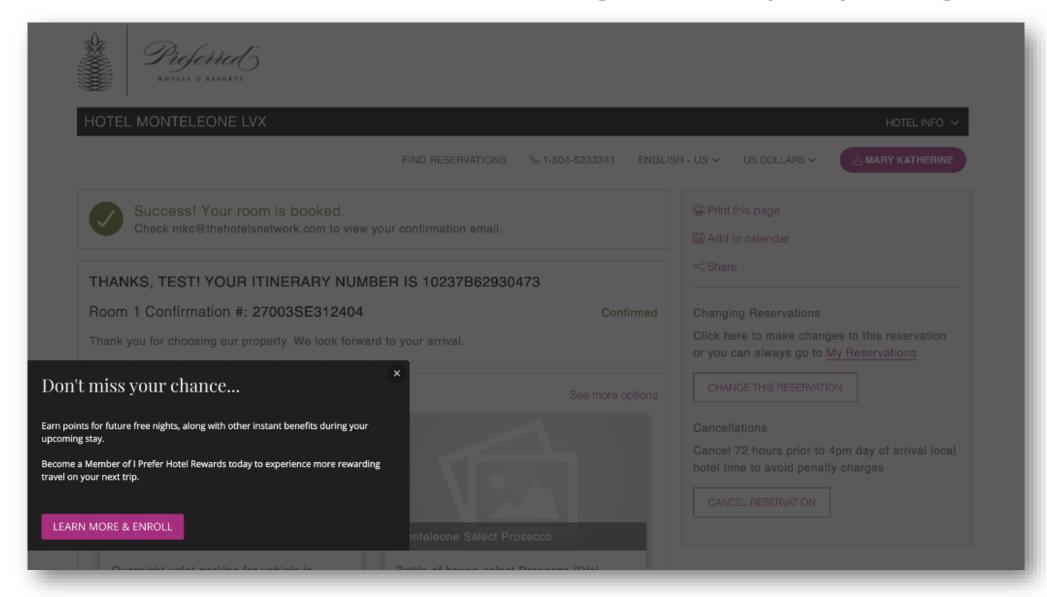# Help Them Remember Your Hotel by Sending Their Search to Their Inbox

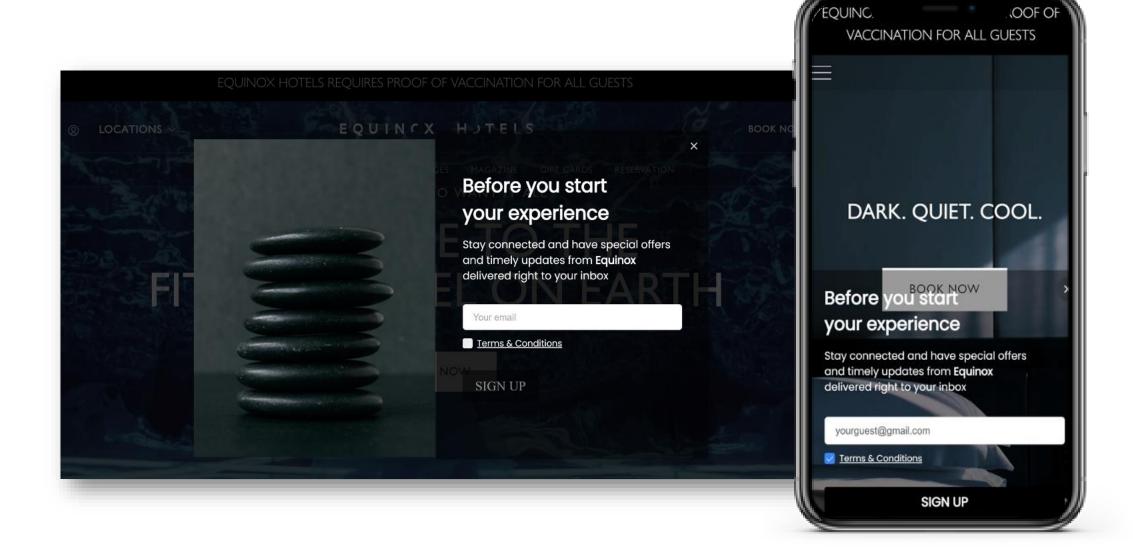# Welcome Back Returning Users & Nudge Them to Book

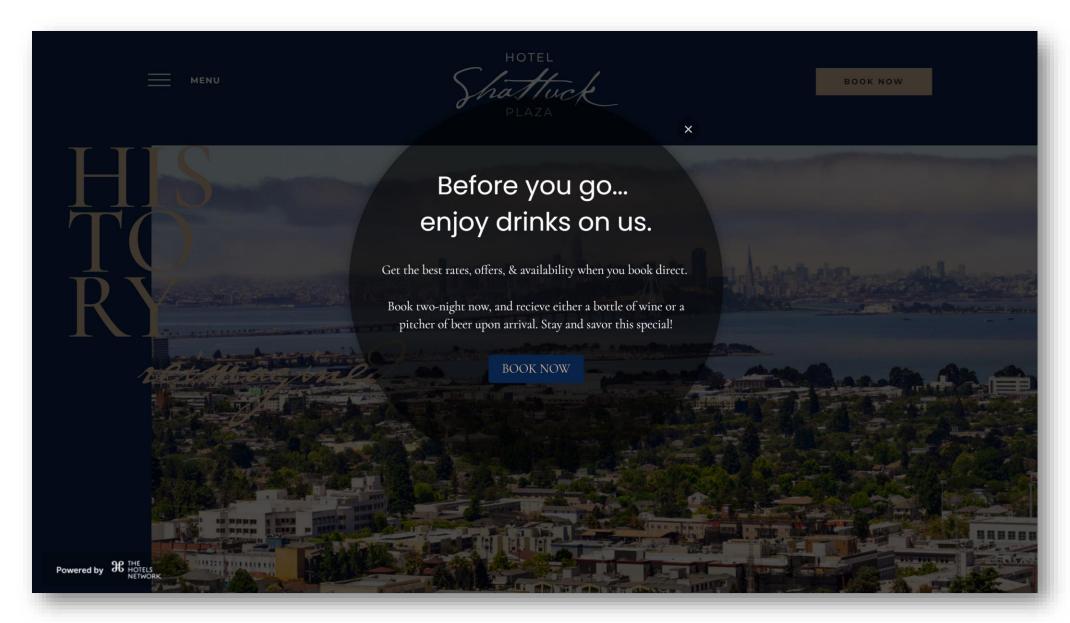# Make Visitors Dream about Joining Your Loyalty Program
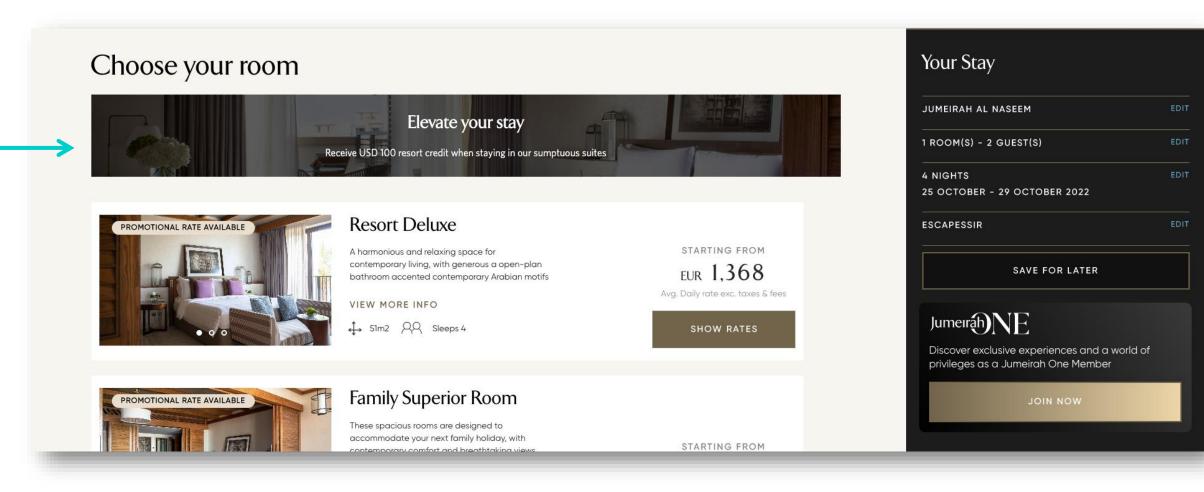
Adapt Your Messages Based on the User's Device

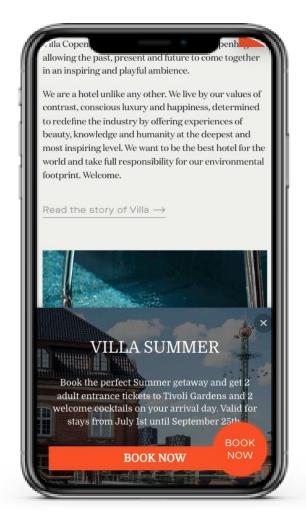# Grab the Attention of Users Leaving Your Website Without Booking

Upsell to Guests Who Have Just Made a Booking

Optimize Your Guests' Experience on Mobile Too

About The Hotels Network

The Hotels Network is an innovative technology company working with over 19,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design and consumer marketing, 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, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that completely changes the rules of the game.

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

THE HOTELS NETWORK

www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Bogotá · Buenos Aires · Frankfurt · Hoi An · Hong Kong · Istanbul
Jakarta · Los Angeles · Manila · Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver