monetate

6 Ways to Drive Revenue and Improve CX in Travel

Introduction

In today's competitive travel industry, personalization has become a game-changer for businesses aiming to attract and retain customers.

Travelers expect tailored experiences that cater to their unique preferences and needs. To meet these expectations, travel companies are leveraging advanced technologies and data analysis to provide personalized recommendations, offers, and services.

Travel businesses need to balance meeting increasing revenue targets with addressing longer-term strategic targets like becoming a customer experience leader.

The right personalization platform enables businesses to dynamically modify website content, pricing, and offers based on individual visitor behavior. By tailoring the online experience to each user's preferences, travel businesses can improve engagement, booking rates, and ultimately, revenue.

Let's explore how a personalization platform can help enhance the guest experience.

6 Ways to Drive Revenue and Improve CX in Travel

Add 4-Door Sedan
$89/day

SELECT

Horizon Inn at Turtle Bay
From £1044

SELECT
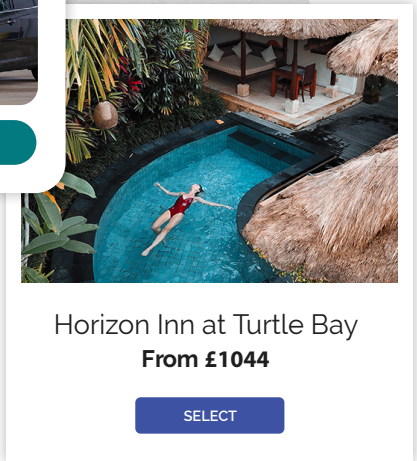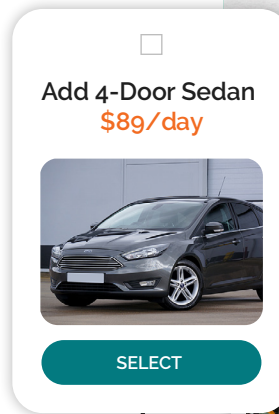
#1 EFFECTIVELY PROMOTE ANCILLARIES & UPSELLS

Are you having trouble effectively **promoting ancillary sales** to the most optimal audiences to drive more items per booking?

Personalization promotional tools provide businesses with the perfect balance of control and automation.

Having the flexibility to push at-risk inventory like last-minute snow holidays, or under-booked seats or rooms, alongside the ability to promote or demote high-margin bookings, is a game changer that yields big results.

Lean on Machine Learning (ML) to deliver hyper personalized upsells and ancillaries to audiences at the most optimal stage in the booking journey.

#2 CATER TO DIFFERENT AUDIENCES AT SCALE

Differentiating between and engaging vacation **browsers vs speedy bookers vs business travelers** can be a nightmare.

Fortunately, Automated Personalization enables the delivery of great customer experiences at scale, meaning that a business can better engage more of their audiences more often.

Furthermore, the best personalization platforms like Monetate provide access to multiple solutions within one, so it's easy to deliver urgent social proof messaging to speedy bookers, or personalized recommendations to content browsers.

With personalization you can engage audiences and encourage confident bookings for all your audiences that they'll adore.

#3 SHORTEN LENGTHY DECISION-MAKING PROCESSES

If it takes too long for browsers to find the right offer, you up your chances of losing a booking.

With personalization, businesses are armed with a set of tools to streamline the booking process and facilitate confident, speedy bookings.

Stitch cross-channel browsing behavior together and deliver well-placed personalized promotions at the most optimal time.

Use solutions like Monetate Social Proof to deploy scarcity or popularity messaging to turn browsers into bookers.

POPULAR

Blue Sky Hotel
From £1237

SELECT

#4 ENTICE TRAVELERS WITH WELL-TIMED ENGAGEMENT

Many travel companies put unlimited resources into acquiring and engaging audiences, and still see a large slice of their traffic **abandon bookings**.

With a personalization platform, it's easy to keep audiences engaged during critical sections of the buyer journey—and bring them back even after "they're lost."

Use Automated Personalization to engage at scale and deploy well-timed triggers to entice could-be-bookers back to the final booking stages.

#5 CONNECT ONSITE EXPERIENCES WITH AD CAMPAIGNS

With Monetate you can ensure that every visitor gets the most optimal experience as soon as they land on each and every one of your channels.

Personalize even to unknown visitors using personalization and connect onsite experiences with the ad campaign that drove them to your site or app with AdLink, a Monetate tool that allows you to pull in data from your paid media platform to bridge the gap between pre-click and post-click experiences.

With AdLink you can reduce the cost of acquisition by maximizing the performance of your digital channels.
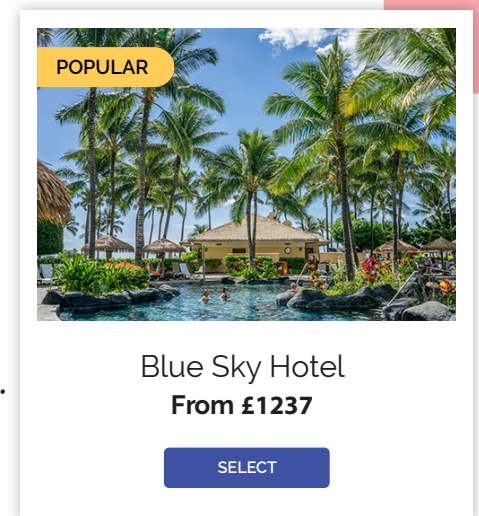
#6 OFFER BETTER CX THAN PRICE COMPARISON SITES, THIRD PARTY OTAS AND COMPETITORS

ML-powered personalization empowers businesses to deliver unparalleled customer experiences.

With personalization you can engage audiences at scale and continually enhance digital interactions with the ability to test and target each moment a visitor engages with your brand.

An intuitive interface enables business users to react fast to insights, promote loyalty programs, highlight the benefits of booking direct, or use valuable first-party data to provide tailored experiences for top-tier customers, all without relying on IT.

With personalization you can drive loyalty and take more ownership over the entire booking journey.
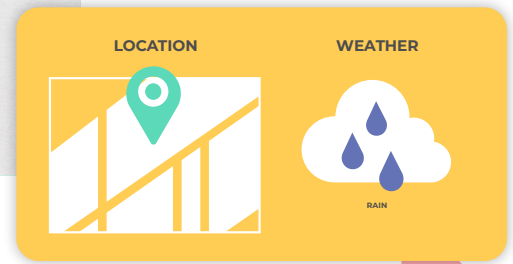
About Monetate

Monetate is trusted by travel brands like Lufthansa to captivate and delight new and returning customers. 1,000 global use the best-in-class platform, powered by AI, to test and scale personalized experiences pre- and post-booking. Their capabilities help improve booking rates, ancillary revenue, and CAC. And their expert services team helps operationalize personalization across every nook of your travel business. Never waste a guest experience with Monetate.