

InfoTrust Improves Website Tracking and Reporting

Travel Website Tracking Goes First Class!



THE CLIENT

The client is a global internet media company and one of the largest publishers of entertainment, travel, and local deals online. Their primary deal types include hotel books and vouchers for entertainment, restaurants, and things to do.

When someone visits the site for the first time they can create an account and signup for email marketing. Email blasts are sent out regularly regarding various deals based on location. These email blasts drive users to the website to learn more about deals and offers.



THE PROBLEM

The company considered themselves more of a “gut instinct” company before InfoTrust was brought onboard. Before turning to InfoTrust to improve tracking and reporting of website data, client was relying on very high-level metrics:

- Users
- Sessions
- Signups

They were not tracking data from:

- Hotel and voucher purchase funnels
- Site Search



THE SOLUTION

The InfoTrust team set up tracking on the client’s hotel and voucher purchase funnels. The team worked closely with the client’s full team to review business needs and help create and pull tracking reports. This allowed the entire client team to be involved and take ownership of website tracking and reporting.

① Eliminate Unclassified Tags:

The first step was to ask the client team to define what they consider a voucher or hotel purchase through their website. The teams went through the process of purchasing a hotel package onsite together to determine which steps in the process were most important to client for reporting purposes. Once the InfoTrust consulting team and the client team were aligned on which steps in the purchase process were most important to client, the InfoTrust team was able to:



- a. Build out tracking for each of these steps by creating a model that allowed the client to track these purchase funnels in Google Analytics.
- b. Build out custom funnel reports in Google Analytics which allow the client team to see user interactions with each step of the hotel or voucher funnel. This provided client with a better understanding of how users were progressing or dropping off through each step of the funnel.

② Site Search Tracking and Reporting

The InfoTrust team also created reports for site search tracking. These reports track what users of the site are searching, what search functionalities are being used, and searches with zero results.

- a. The main part of the client website is the search bar at the top of the page. This search bar is how users search for and purchase things like hotel packages and entertainment vouchers. InfoTrust was tasked with setting up tracking and reporting for what users were searching (all deals, hotels, cruises, specific locations, etc) and when (which days and months of the year where popular to book).
- b. InfoTrust also set up tracking of which page loads after a search is performed so client could see searches with no results. For example, most users are searching for all deals in the Los Angeles area and the search is returning no results.

③ Email Signup Tracking and Reporting

Since email signups are very important to the client's marketing efforts, users are prompted to enter their email address and zip code when they perform a search for the first time on the site. Once an email address and zip code are entered, the user then receives emails from the travel website for offers such as restaurant and entertainment vouchers in the user's area or for travel deals that would be of interest to the user. InfoTrust was asked to:

- a. Improve the accuracy of email signups. Prior to InfoTrust involvement, the current number of email signups tracked in Google Analytics was less than the number of email sign ups tracked in client's internal system.
- b. Set up event tracking around the entire flow of email sign ups on the website. This tracking now provides the client with reporting showing the entire flow of the email sign up process and where users might be dropping off during the signup process.

For example: 200 people enter their email address during their first visit to the client sight, but 100 of those users drop out of the signup process at the time they are asked to enter their zip code - why are these users are dropping off at this particular step in the process. This information allows client to test and implement ways to increase users completing the entire signup process.



④ Client App Tracking and Reporting

Tracking and reporting was reviewed and validated and a guide was created to measure user flow and purchase behavior for Hotels/Vouchers for the client app. In addition, rollup reporting was created to measure app traffic alongside site traffic.

⑤ Enhanced Ecommerce Implementation

InfoTrust created and Enhanced Ecommerce Implementation which setup tracking to accurately report on revenue, different promotions that are running on the site, full checkout behavior of users, and how users are engaging with products in the site.

- a. InfoTrust reviewed and presented the client development team with an guide containing all the code for the Enhanced Ecommerce implementation.
- b. InfoTrust worked with the client development team to answer their questions throughout the implementation process.
- c. Tracking was validated in the staging environment and once done it was pushed live to begin tracing on the website.
- d. InfoTrust validated tracking and then presented new Ecommerce reporting
- e. On a monthly basis InfoTrust reconciles Google Analytics versus client's internal systems to ensure that tracking is running properly and maintain revenue reporting accuracy.

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