Amari

COLOURS & RHYTHMS

Amari Hotels harnesses the power of Multi-Channel Funnels to optimize the mix of its digital marketing channels to drive a 44% increase in website sales

About Amari Hotels

- www.amari.com
- Amari is a member of the Onyx Hospitality Group
- Amari comprises 13 properties spanning Thailand
- Onyx Hospitality Group manages 40 existing and soon-to-open properties across Thailand, Hong Kong, China and the Maldives

Goal

- To gain a better understanding and optimize how Amari's different digital marketing channels interact with each other to influence sales

Approach

- Used PathLength and TopPath reports to understand how visitors interacted with the site before booking
- Used the Assisted Conversions report to understand the relationship between generic and non-brand keywords

Results

- Change to more informative landing pages saw a 44% increase in bookings
- Increasing investment in the Google Display Network saw a 11% increase in bookings for Amari Palm Reef Samui
- Optimizing investment in generic keywords resulted in increased bookings, increased average booking value, and lowered overall cost per conversion

> *"Understanding cross-channel influences was a matter of hunch. Due to how much we invest in digital marketing across all our brands, the lack of tracked insights made me uncomfortable. Multi-Channel Funnels now gives us visibility into how customers reach our site and convert — from all our channels. It allows us to do attribution analysis on our online marketing activities, looking at them as combinations of channels and steps of varying success, rather than last-clicked channels in isolation. We now have true accountability for all our digital marketing activities."*
>
> *- Chetan Patel, Vice President of E-Commerce, Onyx Hospitality Group*

How do our email marketing campaigns influence sales further down the line? If a visitor clicks on my organic search results today, how will they interact with my paid search ads in two days' time? These are the questions that Amari Hotels, an Onyx Hospitality Group brand, posed on a daily basis as they managed their digital channels. Answers were hard to come by, but with Multi-Channel Funnels, the answers were suddenly obvious.The Multi-Channel Funnels reports—new in Google Analytics—show which channels your customers interacted with during the 30 days prior to converting or purchasing. Conversion path data includes interactions with many digital channels, including clicks from paid and organic searches, affiliates, social networks and display ads. With insights gained from Multi-Channel Funnels, Amari's digital marketing team was immediately able to put into place a number of initiatives that saw immediate results.
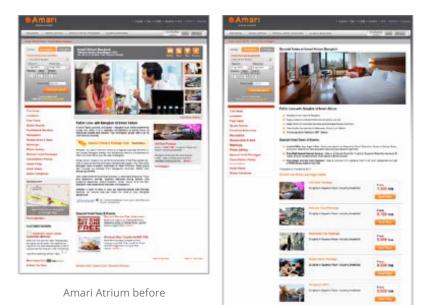
Using insights for more compelling landing pages

Amari's paid landing pages tended to show limited information on offers and deals. The team believed that potential customers would make multiple visits, carefully researching deals, before making a booking. However, when looking at the Path Length report, it was clear that 58% of visitors were making their decision within a single visit.

The decision was taken to roll out more informative landing pages that provided visitors with better information to base their decisions upon. Amari rolled out a new set of landing pages three days later. A month later they were seeing a 44% increase in booking rates.

For converting Amari customers who came in via paid search,
58% made their decision in one visit

Amari Atrium before

Amari Atrium after

Responding to visitor behavior with greater display coverage

The Path Length and Top Paths reports showed that 57% of all Amari's transactions were due to multi-path interactions. This meant that a significant portion of Amari's website visitors would visit the site once and leave while they contemplated their decisions. Some would come back later and book a room after further research.

Amari decided to increase their coverage on the Google Display Network in order to better connect with these visitors after they had visited the site. They trialed an expansion of campaigns for their Amari Palm Reef Samui property. They saw an 11% increase in bookings within a month.

57% of all conversions required multiple interactions

Getting a better understanding with Multi-Channel Funnels

Multi-Channel Funnels opened up a world of new insights for Amari's and Onyx Hospitality's digital marketing teams. Chetan Patel, the vice president of e-commerce for the Onyx Hospitality Group, said, "Understanding cross-channel influences was a matter of hunch. Due to how much we invest in digital marketing across all our brands, the lack of tracked insights made me uncomfortable. Multi-Channel Funnels now gives us visibility into how customers reach our site and convert — from all our channels. It allows us to do attribution analysis on our online marketing activities, looking at them as combinations of channels and steps of varying success, rather than last-clicked channels in isolation. We now have true accountability for all our digital marketing activities."

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.