



Case study:

TUI Mainstream

Since implementing Infinity Tracking Enterprise Edition, Cruise Deals can measure the actual keywords that generate phone calls. By integrating this data into Adobe Adlens they have been able to optimise the activity on the Cruise Deals website.

Historically, they would spend the budget on big supplier and generic terms, but they quickly saw this approach wasn't returning anything in terms of telephone calls. They were suddenly able to see and understand exactly how they were spending their money and were able to put a return on their advertising spend based on actual data. It drove a big change across their business and how they managed their PPC accounts.

The client

Cruise Deals is the flagship cruise brand for TUI Mainstream, the largest in the TUI Group, in terms of its scale and scope, financial performance and number of employees. TUI Mainstream comprises of instantly recognisable brands, including Thomson, First Choice and Cruise Deals, they are a leading tour operator with approximately 3,500 retail travel shops and a fleet of 145 aircraft.

The challenge

TUI has a large online marketing budget and for their Cruise Deals website. They specifically wanted to be able achieve the following:

Phase 1

- Track performance data – see where traffic to the site is coming from.
- Measure and understand how their PPC budget is being spent. Be able to measure the Return on Advertising Spend (ROAS) on this activity.
- Optimize their PPC budget on keywords that actually generate calls.
- Understand whether the last click attribution model being used represented how a customer interacted with their site.

Phase 2

After consulting with Infinity, TUI also realised they needed to move onto Phase 2, to turn insight into actions:

- Apply the relevant attribution model to the entire customer journey, not just the last click.
- Integrate the call data into Adobe Adlens, their bid management platform, to gain a holistic overview of every single visitor to their site.

TUI had been working with call tracking provider Response Tap (formerly Ad Insight) for six months, but they weren't able to gain the insights they needed. So after a demonstration of the powerful reporting that Infinity Tracking offer, they realised that the challenges they had could be met.

The solution & results

Phase 1

After installing a simple piece of JavaScript on the Cruise Deals website, Infinity was able to track every visitor and every interaction on the website. The visitor to the site is also assigned a unique tracking telephone number. By using this code and the dynamic phone number, the visitor's journey can be tracked: recording the network, channel, keyword, location of the visitor, time and date, page views and length of time they visited the site. Infinity also tracks the visitors click path and any online goals they achieve, including click to email or completing a form.

By tracking the calls right down to the keyword level and linking back to which keyword generated the call, TUI Mainstream were able to measure and optimise their PPC accounts.

They were able to track their customer's journey, enabling them to understand how a customer interacted on the Cruise Deals site. They discovered that on a last click measurement they could see that the keyword 'cruises' wasn't driving many calls from the website. By using Infinity Tracking they could look back through the customer journey and carry out a step by step analysis. Looking at a first click measurement they could see that the word 'cruises' was actually the most important word as it got visitors to the site in the first instance and therefore the keyword most responsible for a converting goal.

Phase 2

Once TUI could see how each keyword was performing and how easy the Infinity Portal was to use, they decided to upgrade to the Infinity Tracking Enterprise Edition. From the insight they had gained from Phase 1, they could then apply the first click attribution model. Using Infinity's full analytics platform the customer touch points could be viewed and measured.

By integrating with Adobe Adlens, TUI Mainstream's bid management platform a goal can be tied back to the exact keyword that generated that click, allowing TUI to optimise their bid management platform and gain a holistic overview of every customer touch point.

Because Infinity is a complete cloud based analytics solution, its advanced tracking capabilities allow the customer journey to be fully tracked from initial search keyword through to pages viewed and phone calls. This additional level of tracking means that first click and last click weighting can be viewed and a true picture of how each keyword is performing can be analysed. TUI were then able to look at their attribution model and use that data to optimise their PPC account, creating a return on adverting spend.