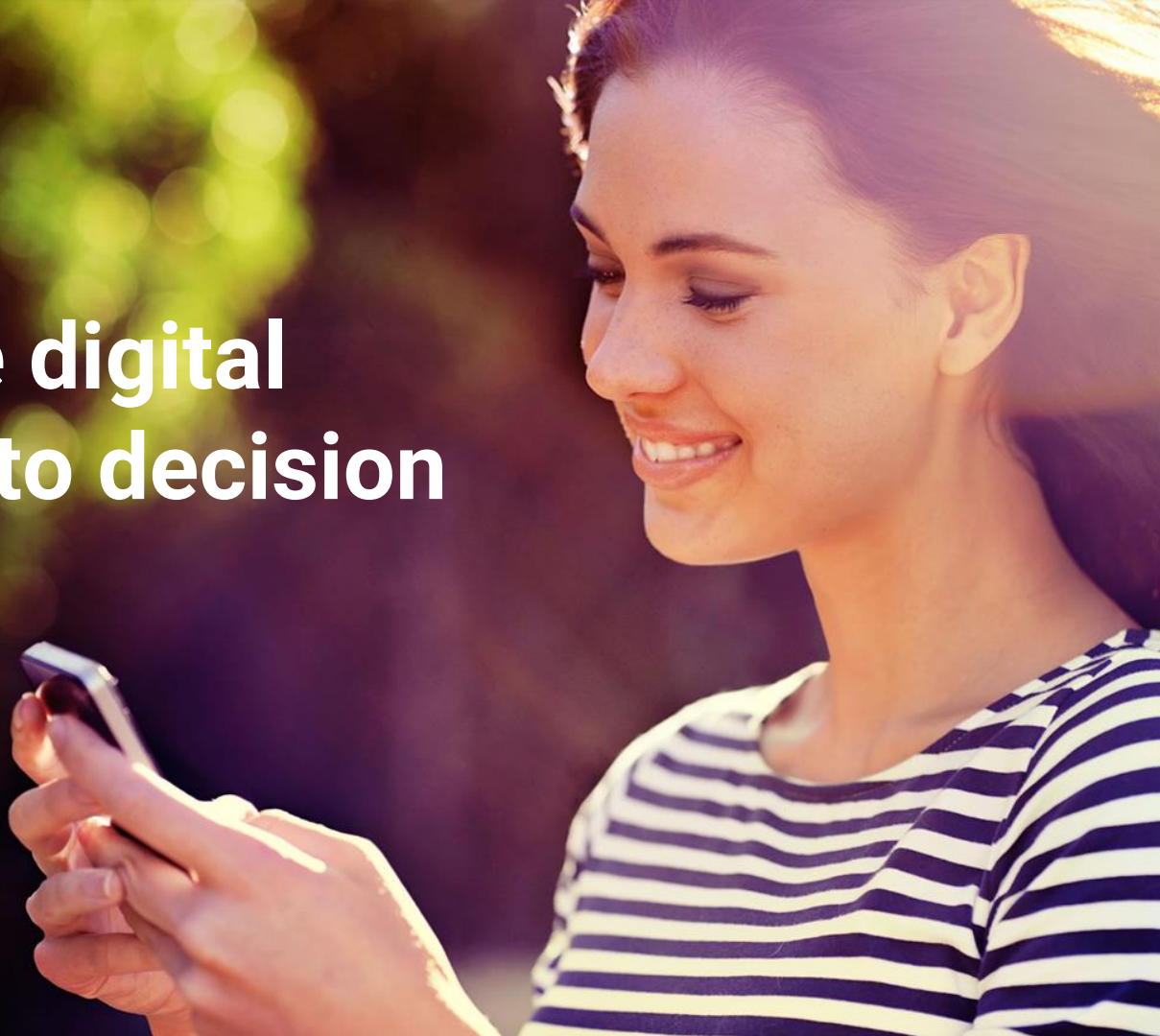




Understand the digital traveler's road to decision

9th September 2016, Vienna

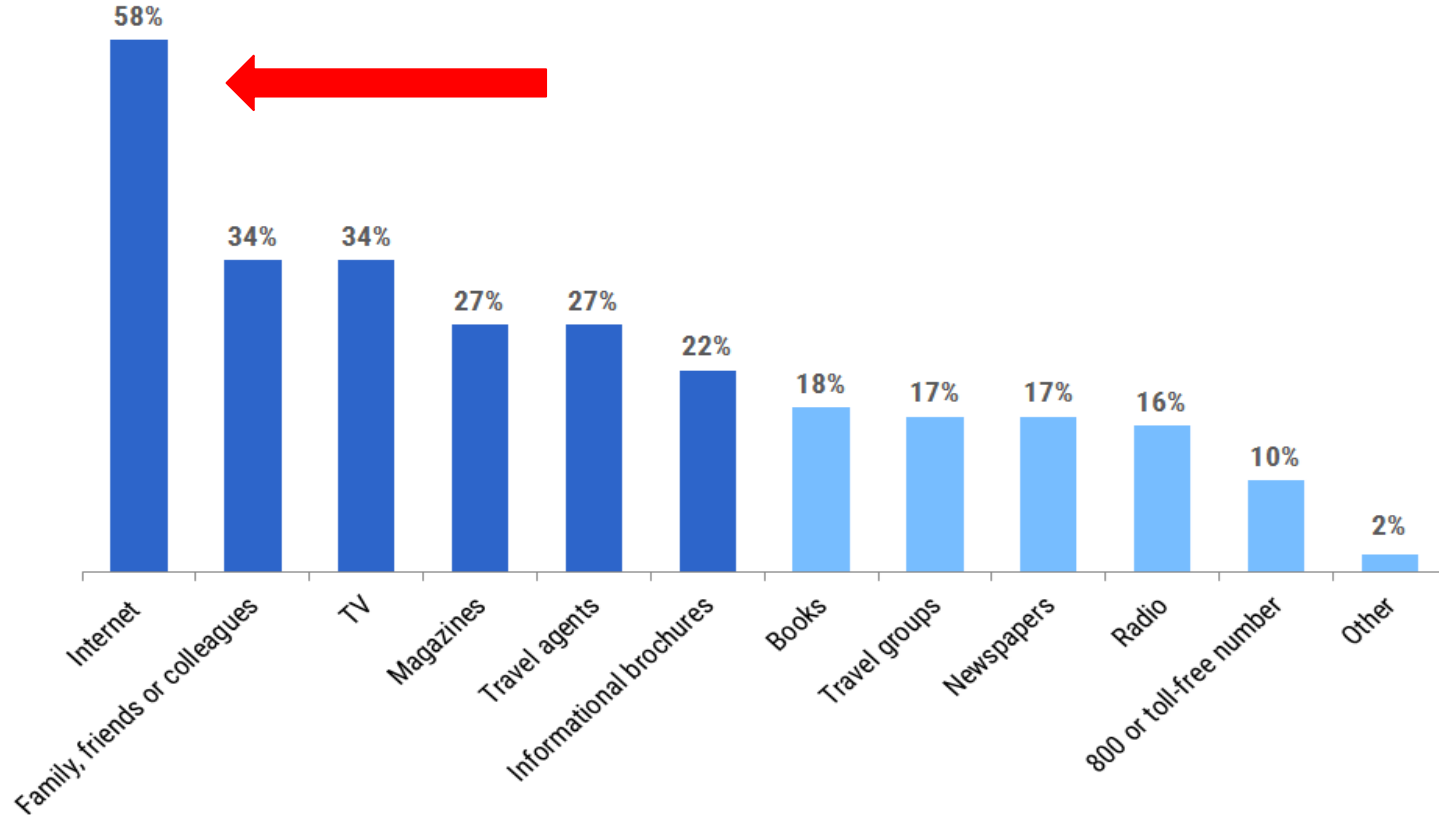


Nice to meet you!



- French
- Industry Manager Travel at Google UK
- Advising biggest travel players on their digital marketing strategies
- 6 years in the online Travel industry

Introduction: Travelers start their road to decision **with the usual suspects, with the Internet leading the way**

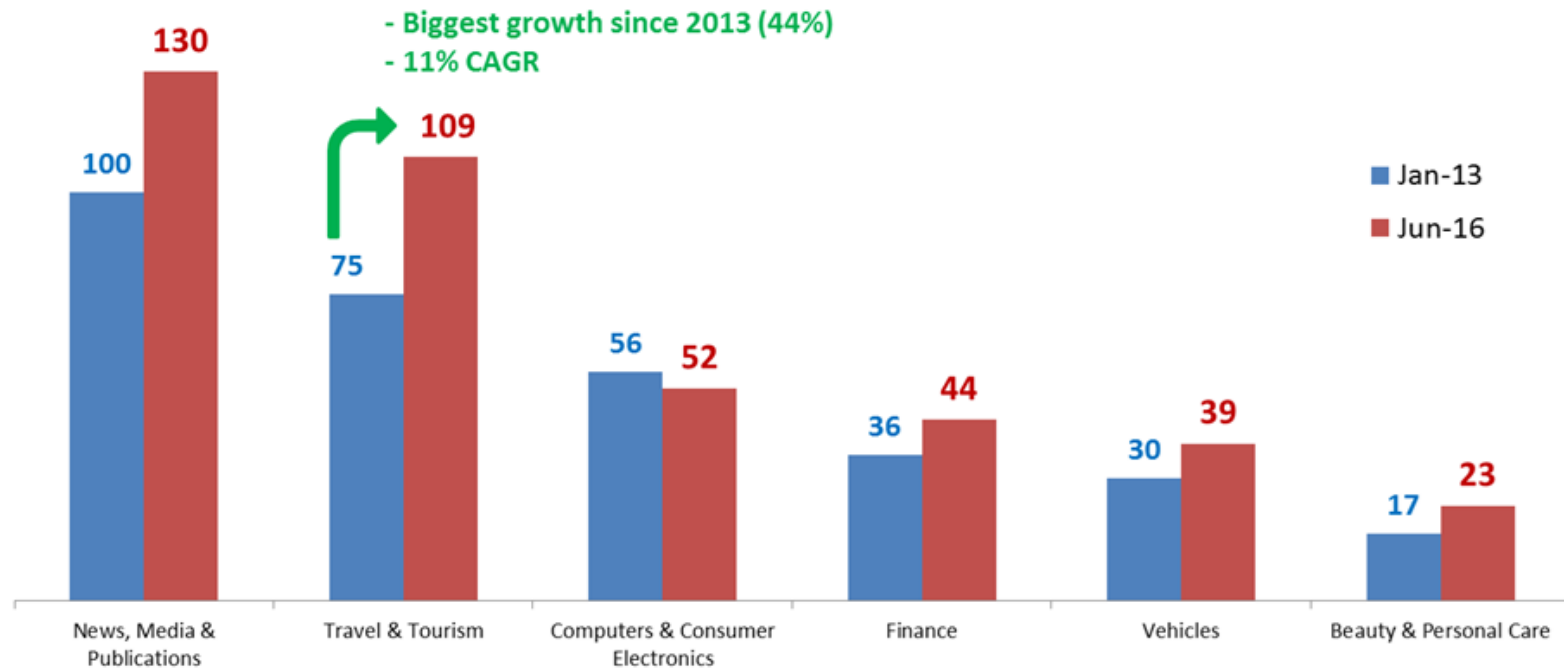


Agenda for today

- 1 Analyze search **data** to understand the new demand patterns in the Travel sector
- 2 Point out **4 key pillars** to make the most of the Mobile opportunity

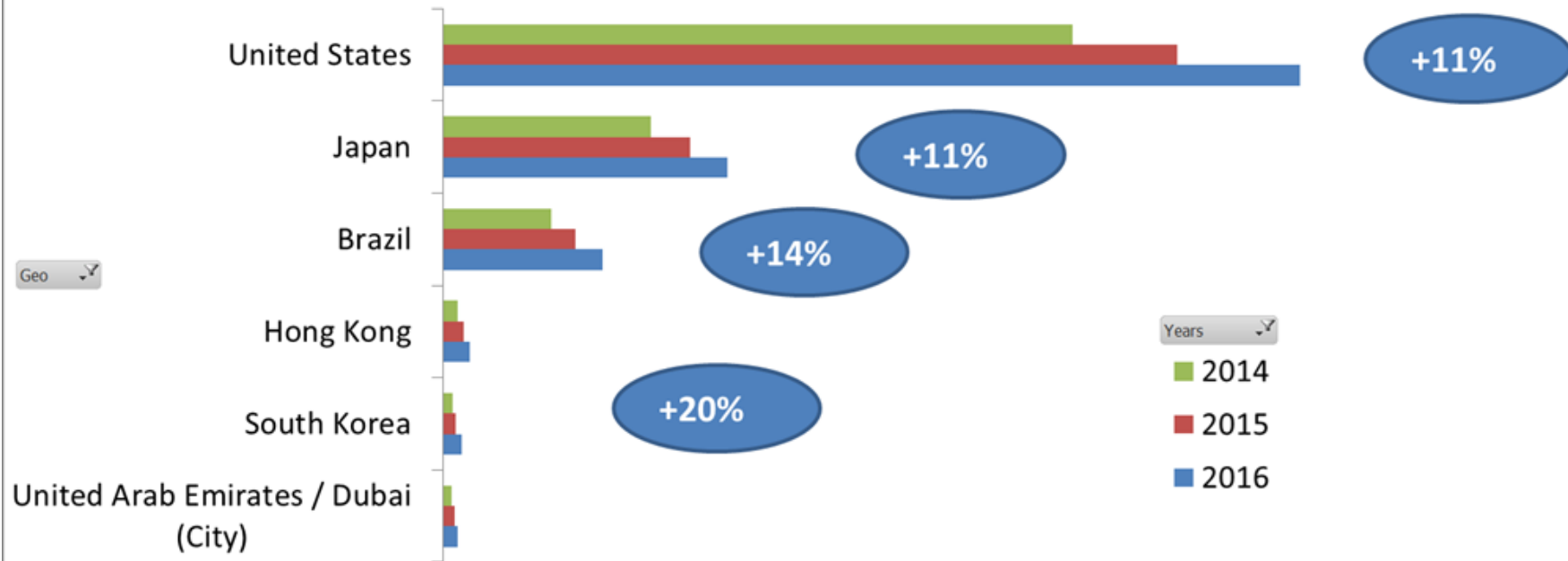
First, what do we see for online Travel on Google.com?

Indexed Queries (demand) for the main categories, (all devices in UK,FR,IT,SP, DE, AT)



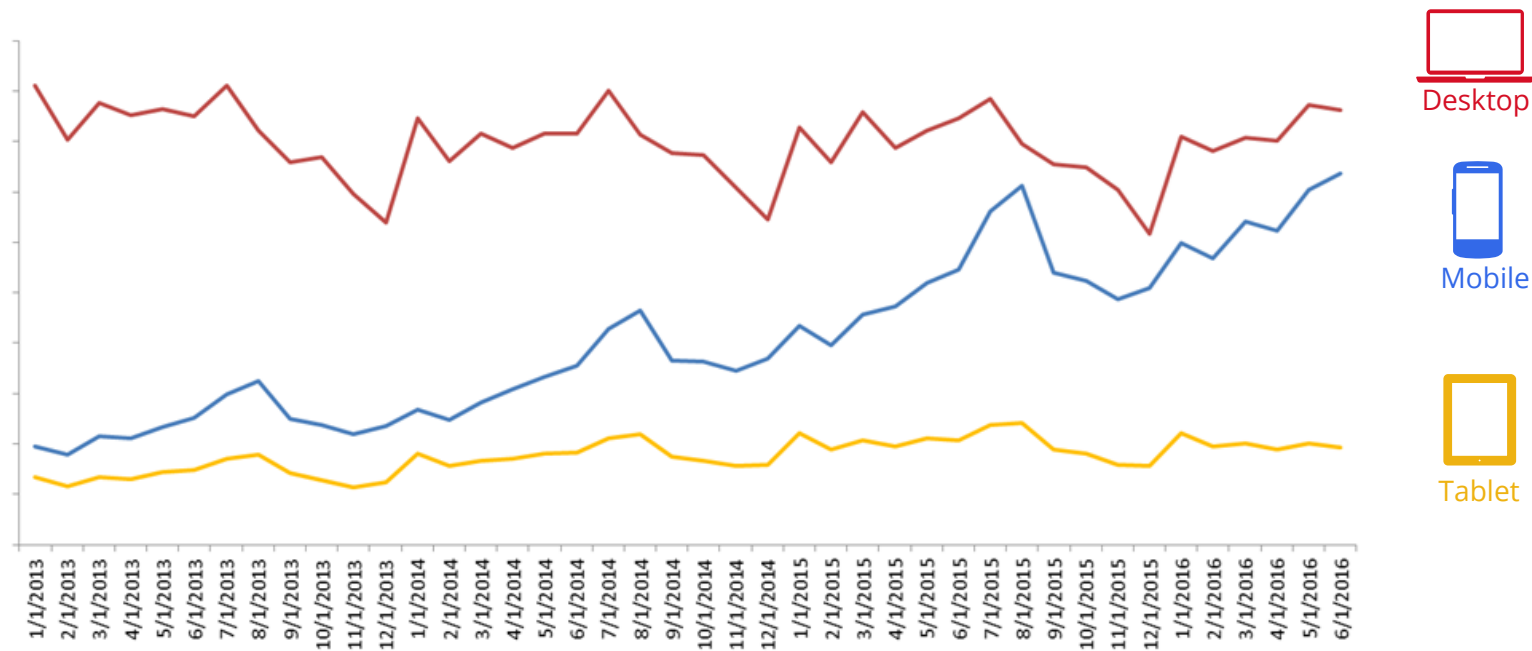
Such growth can be also seen from longer-haul countries

CAGR of travel searches in Long-Haul countries, H1 2014 vs 2015 vs 2016, all devices



... but actually most of the market growth comes from Mobile!

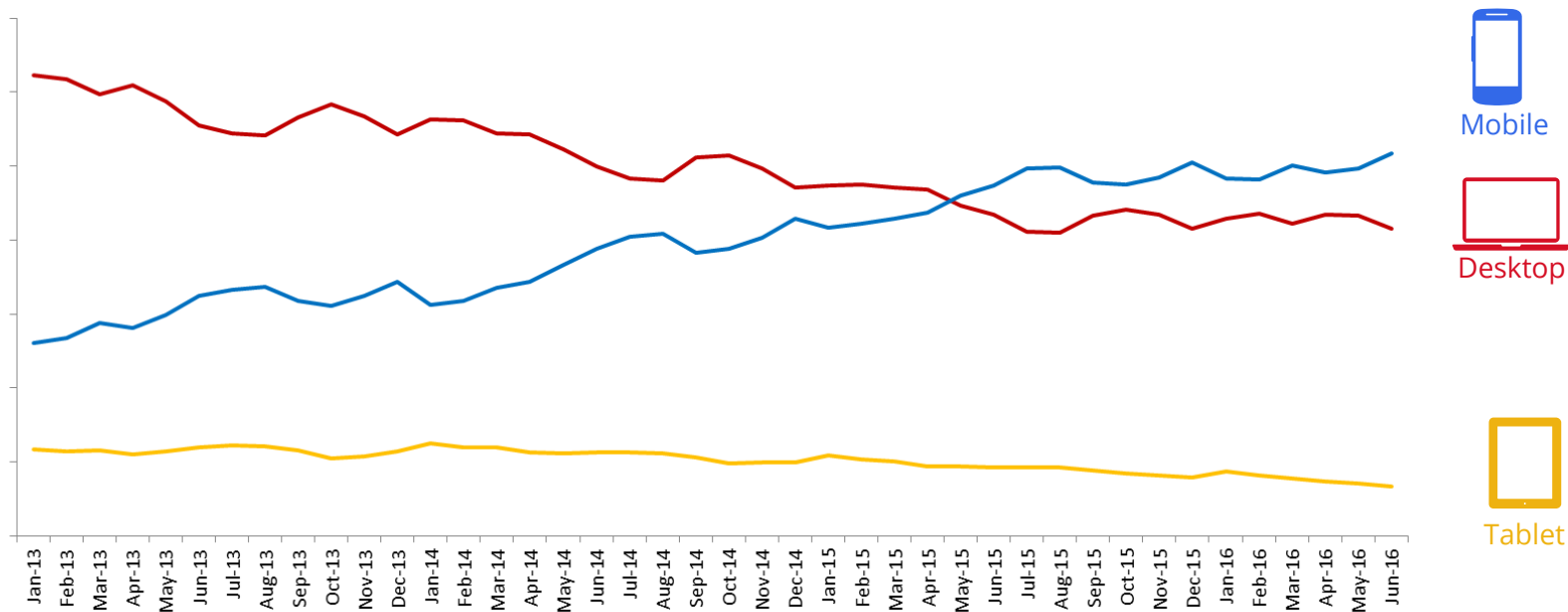
Indexed Queries by device in Travel (same dates & EU countries)



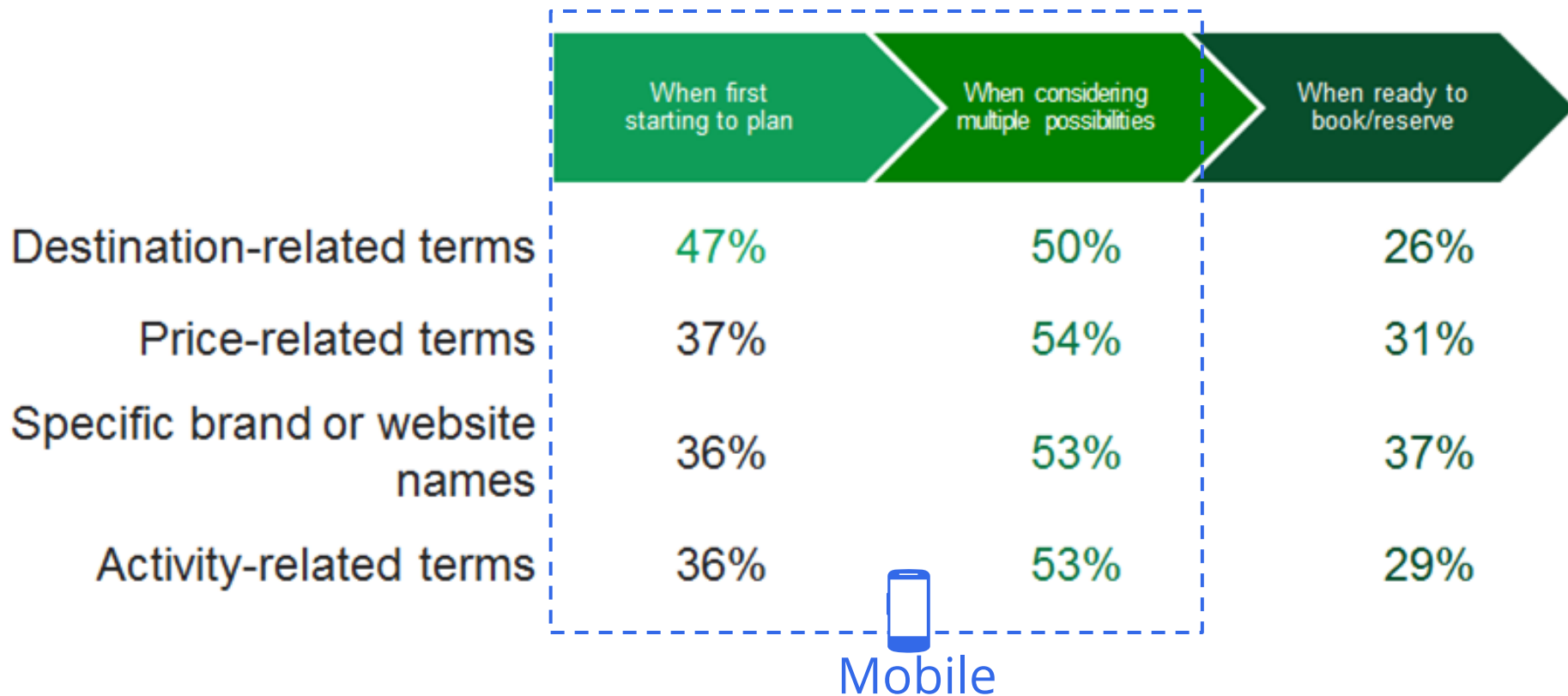


In the US, more Travel queries are done on a smartphone than on a laptop

Indexed Queries by device in the Travel sector (same dates, in the USA)



All this time searching: what are people looking for?



PLEASE PRESS *PAUSE*: So what's the problem?

- Higher **bounce rates**
- Lower conversions rates (up to **3X lower**)
- **Internal reporting** doesn't show the full value of mobile
- **Not easy to make investment decisions**
(capped budget, limited IT bandwidth)



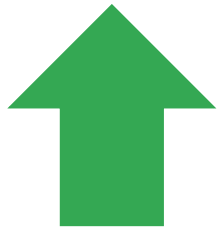
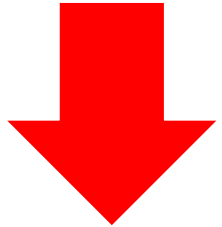
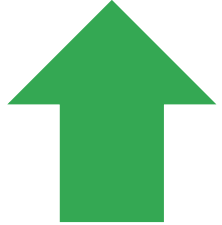


Winning in mobile: The US are ahead!

50%+ increase in **mobile searches**
in the Travel category year-over-year.

Decreasing **time per visit**
on Travel mobile **websites** year-over-year.

Almost 2x increase in **mobile conversion rates**
on the Travel mobile web year-over-year.



LOOKS LIKE
I'M STAYING
THE NIGHT

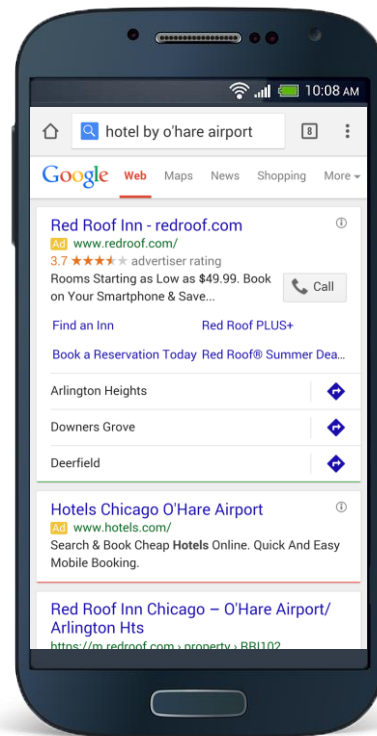
Red Roof Inn Saves Stranded Travelers

And Attracts New Customers in their Moments of Need



METHOD

- Built custom flight-tracking technology that processed flight cancellation data
- Bid up search results whenever there was an airport with a canceled flight and a Red Roof Inn nearby
- Serve custom text to reference delayed plane and location formats to show the nearest Red Roof Inn



60%

lift in bookings

75%

last-minute queries
contain Red Roof
Inn in Position 1

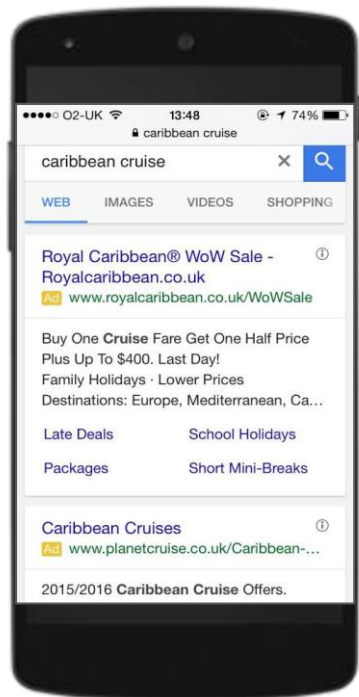
Winning in mobile is ~~elusive~~.

POSSIBLE



...But Marketers & Designers need to connect the dots

Discoverability: Give to your customers the **information** they need & **WIN ON SEARCH**

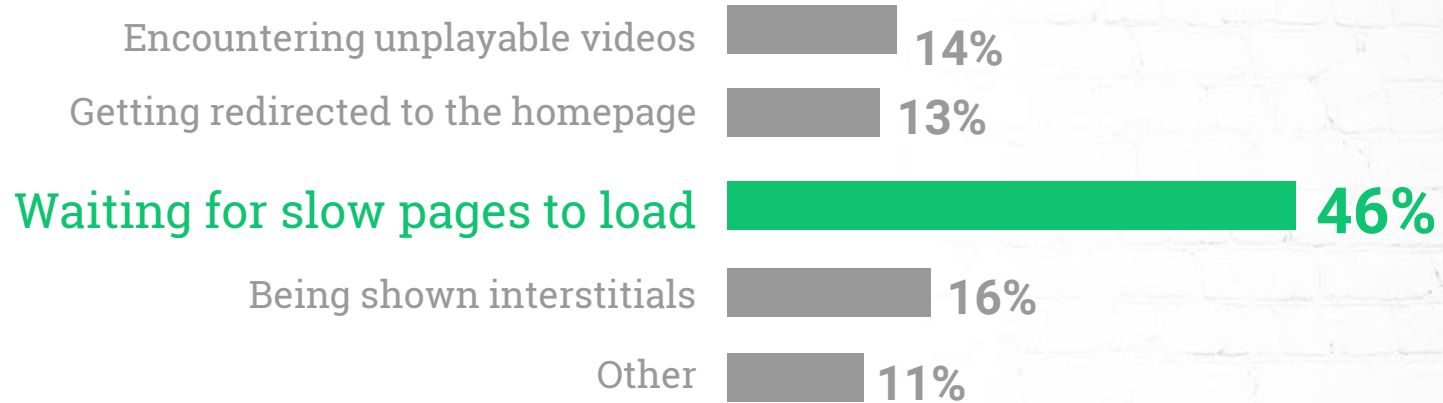


45%

of consumers conducting research on their smartphone have thought about purchasing a
travel services
brand they would not normally consider because of relevant information available on their smartphone in the moment

Engagement: Speed is the single biggest driver of engagement on the web

Google Poll: “what do you dislike the most when browsing the web on your mobile device?”



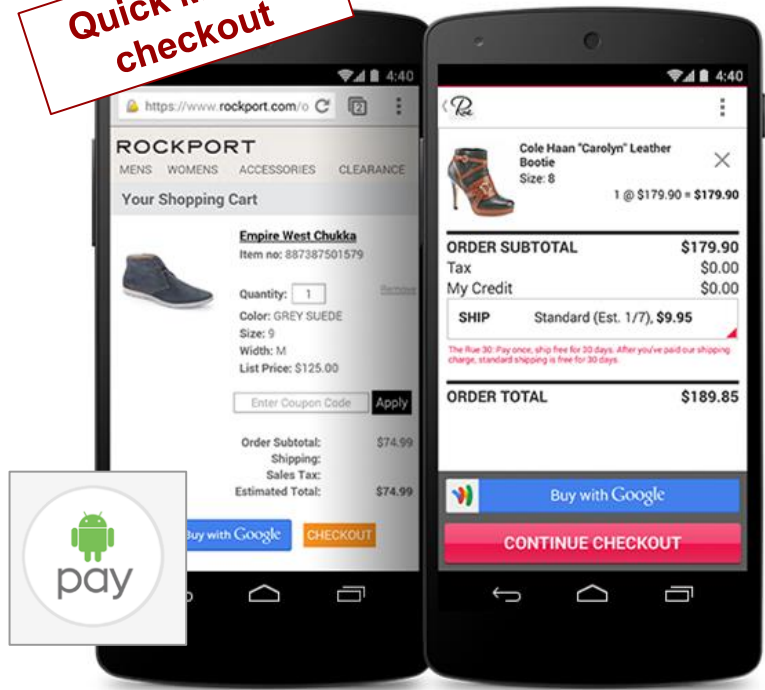
A close-up photograph of a person's face and hand holding a smartphone. The person is looking down at the screen. A large, semi-transparent donut chart is overlaid on the left side of the image. The chart is white with a dark grey segment representing 40%. The background is blurred, showing other people in a public space.

40%

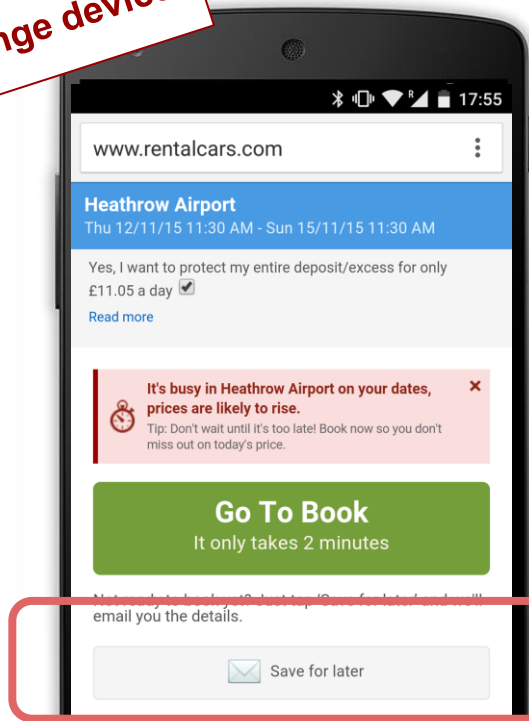
of users bounce if a mobile site
takes longer than **3 seconds** to
load

Conversions: Help your customers convert on mobile, AND on other devices

Quick Mobile checkout



Change device



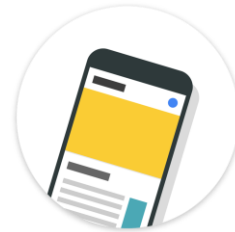
Measurement: Acknowledge the new cross-device behaviours to assess the full value of mobile

40%

of smartphone users who research on their mobile device go on to purchase on a desktop



Account for multi-device behavior



Measure engagement with new KPI (page depth, time on site, %new users)



Make sure mobile gets credit for call conversions

If you remember one side,

REMEMBER THIS...

Connecting the dots: There is no magic recipe, but 4 key pillars

We live online

Ask yourself:
Are we easy to find online?



SPEED

Speed is a feature!

Ask yourself:
Are we losing users because we're too slow?



**INSIGHTFUL
MEASUREMENT**

**Not all moments aren't
BUY MOMENTS**

Ask yourself:
Are you using the right metrics to measure every moment?

Win-on-Search!

Ask yourself:
Are we making it easy for users to convert?



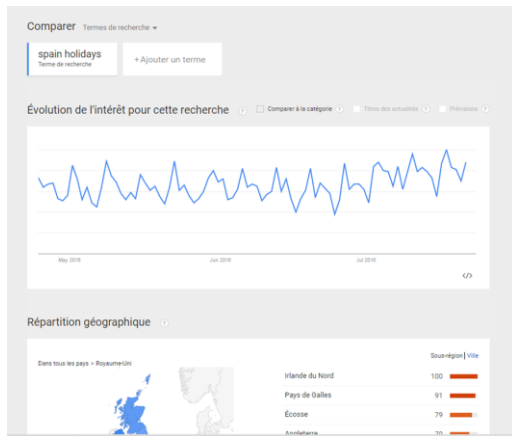
**FRICTIONLESS
CHECKOUT**



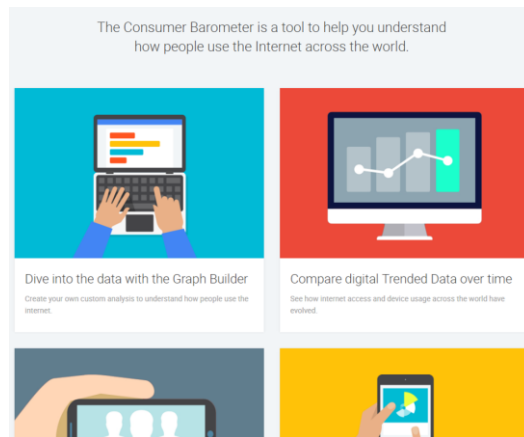
DISCOVERABILITY

One step further: external tools

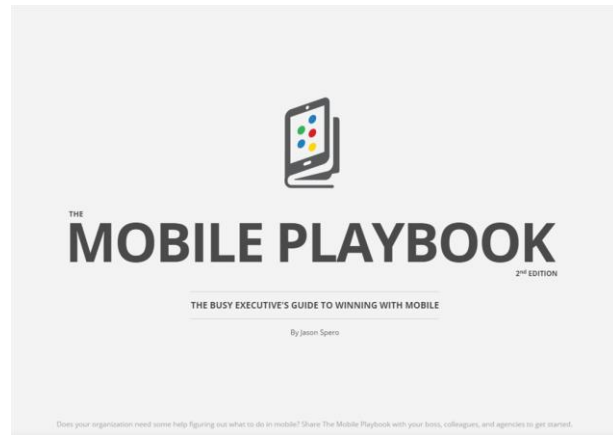
Google trends



Consumer Barometer



Mobile Playbook



A close-up photograph of a person's hand holding a dark-colored smartphone. The phone's screen is lit up and shows a dark grey background with large, stylized text. The text reads 'iTHANK YOU!' where the 'i' is white and the rest is red. Below this, in smaller white text, is the email address 'Feel free to reach out: sebpichon@google.com'. The phone's physical home button is visible at the bottom, and the top of the phone shows the earpiece and front camera. The background is a soft, out-of-focus light color.

iTHANK YOU!

Feel free to reach out: **sebpichon@google.com**