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A Hotelier's Guide to Website Personalization

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Introduction To Website Personalization

Website personalization is a tactic used to appeal to visitors with targeted messaging and content within a property's website. Rather than having one broad message, website personalization allows you to segment visitors by shared attributes to serve them with relevant offers and messages tailored to their needs.

Most content management systems have a site personalization component, while some offer it as an additional feature. Vizergy offers a personalization feature within their content management system (CMS), inside their **Vizergy Marketing System (VMS)**, that allows clients to personalize website content for specific audiences.

The Importance of Personalization

Speaking directly to a visitor's interests on your property's website creates a more meaningful experience for them and increases their likelihood of converting.

According to **New Epsilon research**, 87% of consumers say they are more likely to do business with travel websites and/or apps that offer personalized experiences but say only 64% of travel sites are doing it well.

Website personalization can also enhance brand loyalty. A recent consumer report by **Harvard Business Review** found that two-thirds of consumers remain loyal to a brand because they feel they share similar values.

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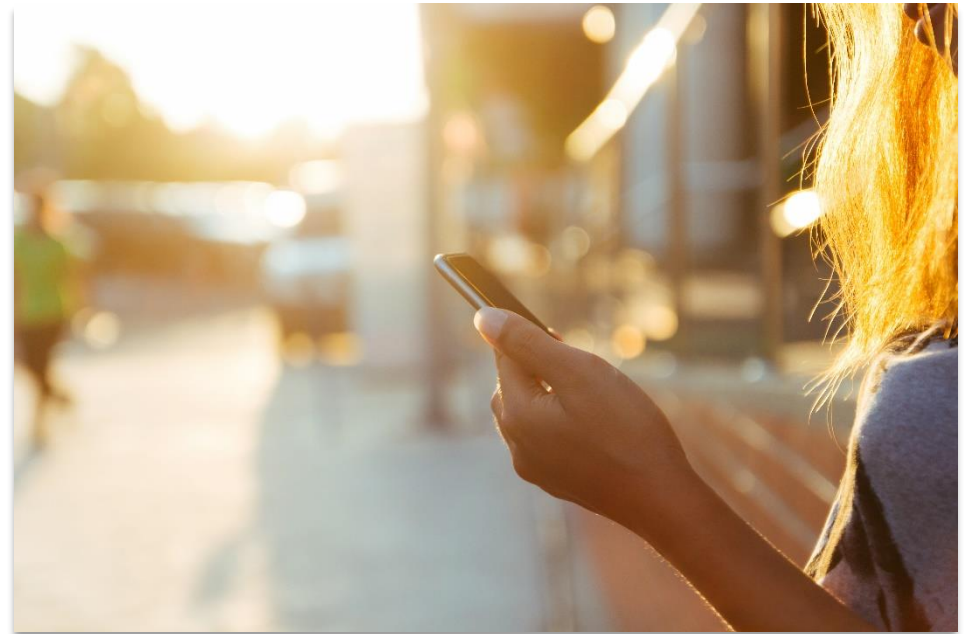
Creating Unique Experiences for Website Visitors

Creating unique experiences for website visitors using personalization tactics starts with determining target audiences.

Mapping audiences by similar attributes such as new or return visitors, visitors from a specific campaign, from social networks, mobile visitors or a visitor from a certain geographic location will help craft content that speaks to each audience best.

Considering where visitors are coming from and what actions they've taken prior can help you deliver content they're looking for.

For example, a visitor who lands on your website from a direct campaign link included in a recent anniversary special campaign may be looking for more information on an anniversary trip.

Delivering anniversary specific content such as images of couples, free room upgrades and other enticing offers to visitors potentially looking to book for an anniversary celebration will only increase the chances of conversion.

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Mapping Target Audiences

Knowing who your target audiences are allows you to speak specifically to them.

Categorize visitors into different audiences by similar attributes and set parameters for personalization rules. These rules will be applied in the personalization area within your content management system (CMS).

When creating multiple audiences, it is important to prioritize them by rank in the event a site visitor can be categorized as more than one audience.

Decide which target audiences rank highest in priority so when a visitor can be categorized as more than one, they will default to the highest-ranking audience/personalization campaign.

Use the example provided on the following page to get an idea of how to map your own audiences on the blank template provided on page 8.

Although we have provided several sample audiences, we recommend starting with 1-3 target audiences when building personalization campaigns.

Sample Audiences

PRIORITY	AUDIENCE NAME	ATTRIBUTES	PERSONALIZATION RULES
1	New Site Visitors	Visitors who are visiting the website for the first time.	(ie) Visitor New/Returning equals New
2	Visitors Delivered to Reservation System	Visitors who have been delivered to the reservation system.	(ie) Visitors Delivered to Booking Engine equals Yes
3	Visitors from Social Networks	Visitors who are coming to the website from links they have clicked on social network websites.	(ie) Visitors Referring Website contains facebook.com, instagram.com, x.com, etc.
4	Visitors on Mobile Devices	Visitors who are viewing the website on mobile devices.	(ie) Visitor Device Type equals Mobile
5	Visitors Outside of (*Property's Country*)	Visitors who are viewing the website from a different country.	(ie) Visitor Country equals (*Foreign Country*)
6	Anniversary Campaign	Visitors who are visiting the website from campaign specific links.	(ie) Visitor Campaign equals Anniv_Special (campaign code)
7	Return Visitors	Visitors who previously visited your website.	(ie) Visitor New/Returning equals Returning
8	Nearby Mobile Visitors	Visitors who are viewing from mobile in the city/state your property is in.	(ie) Visitor Device Type equals Mobile AND Visitor City equals (Property's City/State)
9	Repeat Customers	Visitors who have booked via reservation system in the past.	(ie) Visitor New/Returning equals Returning AND Visitor Delivered to Booking Engine equals Yes
10	Abandoned Reservations/RFPs	Visitors who begun a reservation search or RFP but didn't complete.	(ie) Visitor New/Returning equals Returning AND/OR Visitor Delivered to Request Form AND/OR Visitor Delivered to Booking Engine

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Crafting Personalized Campaigns

Once your target audiences have been determined, you're ready to map personalization content to deliver to each unique audience.

Since the home page is a major landing spot for most visitors, this is where a lot of the personalization will happen. Things such as custom headlines, specific images and promotional offers can be delivered to visitors here to provoke an action.

Remarketing to return visitors could include things like loyalty program offers, room upgrades, return discounts, etc. Engaging consumers with remarketing tactics require content that is attention grabbing and urges them to convert.

Research from **New Epsilon** showed that the top motivator for consumers to do business with travel and leisure brands were offers or coupons based on consumer's physical location and past trips or preferences.

We've included these focuses in our examples of personalization campaigns on the next few pages.

Examples of Personalization Campaigns

Not all personalization campaigns have to contain multiple personalization sections. The sections and examples provided below are merely to show the different ways to incorporate personalization on your property's website. Other options for website personalization could be unique messages and promotional offers on internal site pages, landing pages specific to campaigns and/or different dialog pop-up offers.

Use these campaign examples to inspire your own personalization campaigns and map them on the blank worksheet provided on page 11.

Target Audience: New Visitors

Personalization Section 1: (ie. Site Banner Headline)	Personalization Section 2: (ie. Promotional Message)	Personalization Section 3: (ie. Modal Pop Up)	Personalization Section 4: (ie. Call to Action)
Thinking about (*property's city here*)? We've been thinking about you too.	Explore all that (*property's city here*) has to offer from the hotel that knows it best.	Reserve your room by (*promo end date*) and receive discounted rates on local events, attractions and restaurants.	Experience (*property's city here*).
Imagery:	Local landscapes, attractions and most photographed city views that will appeal to visitors.		
Campaign Notes:	*Since these site visitors are new, provide information about the property's city, the distinct appeal of your property's hotel and incentives to experience the city from your hotel. Use appealing imagery of local attractions and landscapes to get visitors to visualize what their experience at your hotel could be like. To incentivize visitors to book direct by a certain date, provide a promotional offer with a set end date.*		

Campaign Tracking:

Start Date:	Impressions:
End Date:	CTR (Click Through Rate):
Budget:	ROI (Return On Investment):

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Examples of Personalization Campaigns Continued

Target Audience: Visitors Delivered to Reservation System

Personalization Section 1: (ie. Site Banner Headline)	Personalization Section 2: (ie. Promotional Message)	Personalization Section 3: (ie. Modal Pop Up)	Personalization Section 4: (ie. Call to Action)
Save 20% on your (*property name here*) reservation when you book direct!	Why pay more for the same room?	Start earning loyalty reward points during your first stay!	Discount my stay.
Imagery:	Travelers enjoying local excursions and hotel amenities.		
Campaign Notes:	*Because these return visitors have already been delivered to the reservation system, you know they've had an interest in booking a stay at your hotel property. Continue to further this interest by delivering promotional messaging with discounted offers.*		

Campaign Tracking:

Start Date:

End Date:

Budget:

Impressions:

CTR (Click Through Rate):

ROI (Return On Investment):

Examples of Personalization Campaigns Continued

Target Audience: Anniversary Campaign

Personalization Section 1: (ie. Site Banner Headline)	Personalization Section 2: (ie. Promotional Message)	Personalization Section 3: (ie. Modal Pop Up)	Personalization Section 4: (ie. Call to Action)
Experience the romance of (property name here). Imagery of happy couple on vacation and/or romantic celebrations.	Receive an free room upgrade & complimentary champagne bottle when you celebrate your anniversary with us.	Book your anniversary get-away now & receive a free room upgrade to our honeymoon suite. Use promo code anniv2018.	Book Your Romantic Getaway Now
Imagery:	Pictures of happy couples and romantic celebrations.		
Campaign Notes:	*The targeted audience for this campaign is visiting the website through specific campaign links included in a recent anniversary promotional campaign. Since the initial promo messaging has peaked their interest enough to visit the site, continue providing anniversary specific promotions.* *Modal pop up should be triggered by a time-delay after a visitor has spent over a minute on the site. Call to actions will deliver visitors to reservation system.*		

Campaign Tracking:

Start Date:	Impressions:
End Date:	CTR (Click Through Rate):
Budget:	ROI (Return On Investment):

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Target Audience Template

Use this template to map your own personalization audiences.

PRIORITY	AUDIENCE NAME	ATTRIBUTES	PERSONALIZATION RULES
1			
2			
3			
4			
5			

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Personalization Campaign Worksheet

Use this worksheet to map your own personalization campaigns and track their results.

Target Audience:

Personalization Section 1:	Personalization Section 2:	Personalization Section 3:	Personalization Section 4:
Imagery:			
Campaign Notes:			

Campaign Tracking:

Start Date:	Impressions:
End Date:	CTR (Click Through Rate):
Budget:	ROI (Return On Investment):

Time to
Get Personal

Now that you've reviewed some helpful personalization tactics, sample audiences and example campaigns, you're ready to start planning your own!

For more information about website personalization and how it can boost direct revenue for your property, **contact your Account Manager today to get started!**

Contact Us: **Results@vizergy.com** OR (904) 389-1130

About Vizergy:

For more than 25 years, Vizergy has served the world's hospitality industry with stunning website design and fiercely competitive tools to maximize revenue.

Our formula for success includes cutting-edge technologies, proven digital marketing programs and the best professionals in the industry.

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