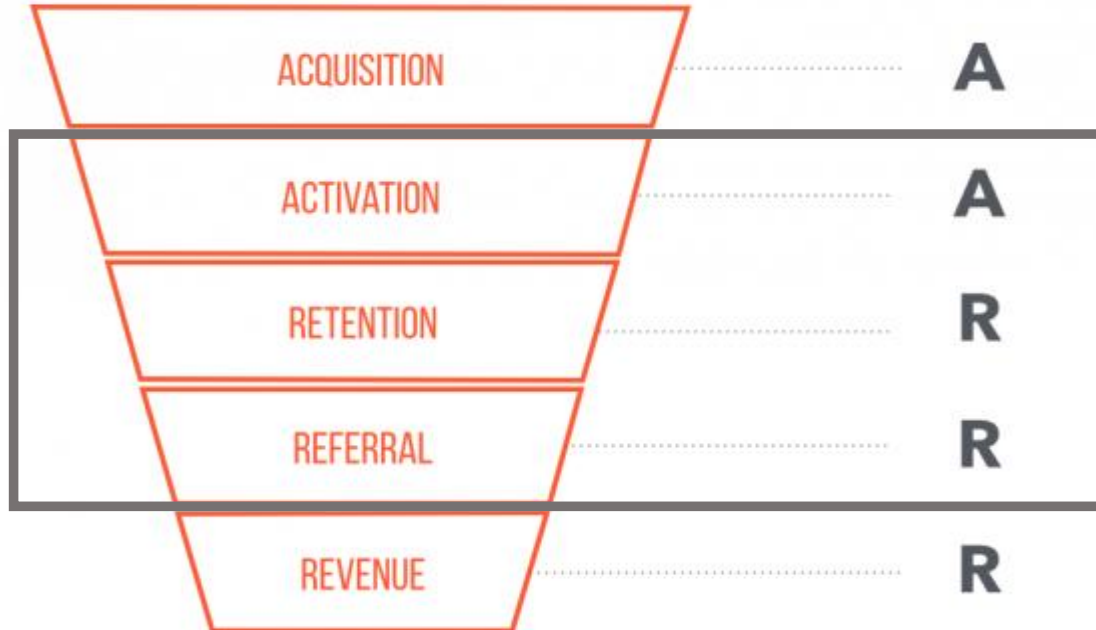


Analytics & Tech Trends

How to sound techy without actually being a nerd

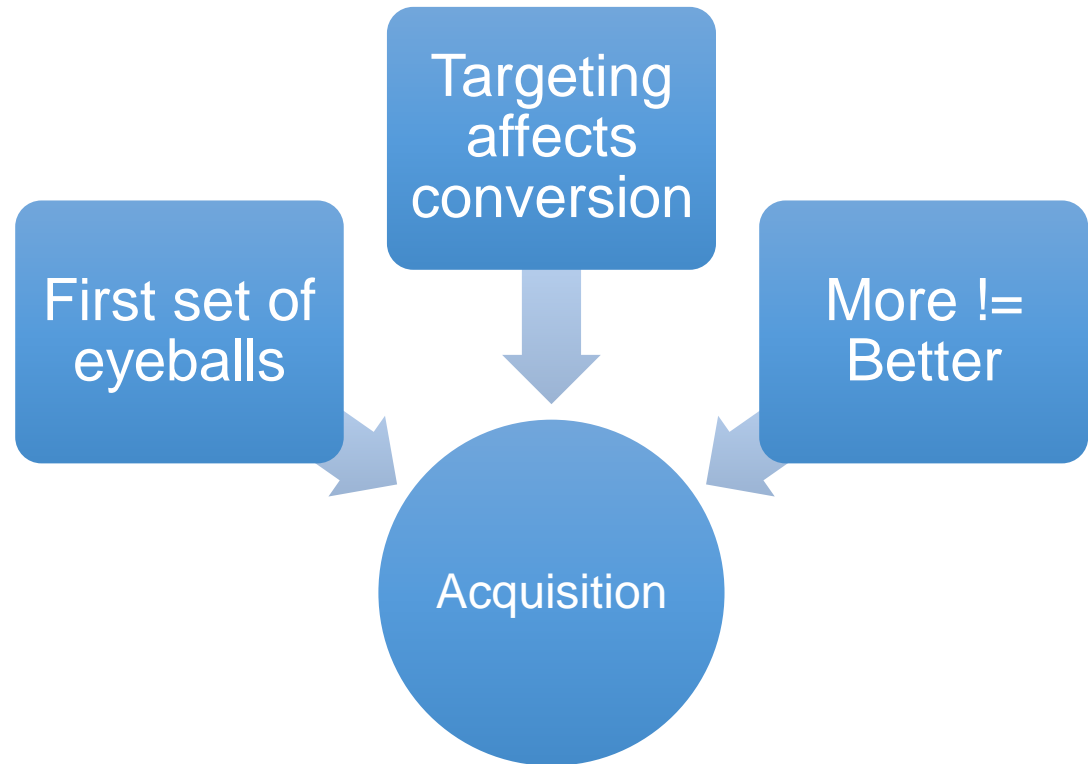
*Jai Govindani
Chief Technology Officer
Red Planet Hotels
HSMAI – August 2016*

Digital – it's not just about tools, it's a way of life

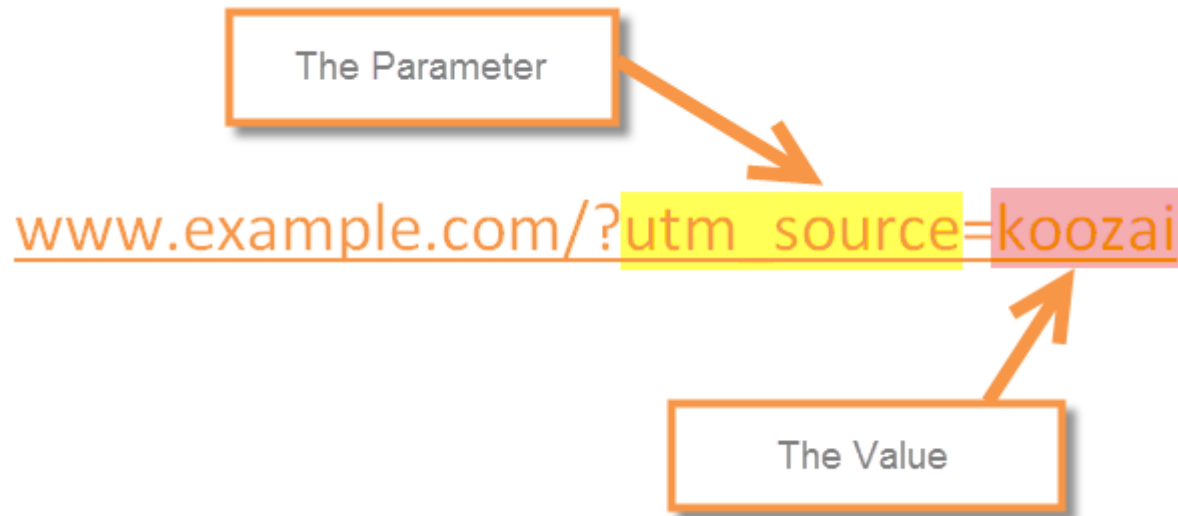


Source: @davemclure

- A = Acquisition = Look at me!
- A = Activation = Book a room!
- R = Retention = Join my loyalty program!
- R = Referral = Tell your friends!
- R = Revenue = SHOW ME THE MONEY
- !



- Urchin Tracking Module (UTM) tags



- Leave it to your agency (trust but verify!)

- A = Acquisition = Look at me!
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- !

- By far the most intensive and complicated measurement area
- As brief or as detailed as you want
- Start small! Trying to measure everything at once = guaranteed failure





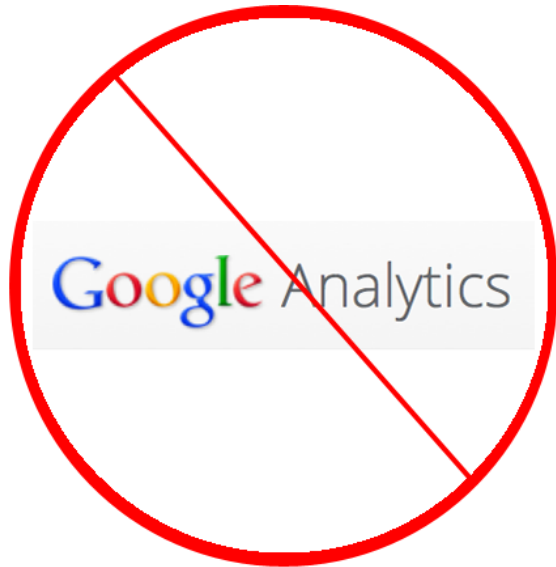
- Revenue = where IMPACT is measured
 - In 'Acquisition' – effectiveness of creatives, targeting
 - In 'ARR (Activation/Retention/Referral)' – product experience
 - Deliver on product promise!
- Measuring Revenue
 - Don't bother measuring revenue via analytics
 - You already have revenue data in PMS
 - Trying to correlate without dedicated team =



When it comes to data:

ASSUME NOTHING
TRUST NO ONE
TEST EVERYTHING

- Google Analytics – building bad habits since 2005
 - Measure everything, look at nothing
 - Voodoo metrics (bounce rate, demographics)



Tech Trends

Keep your CTO on their toes!

- Retargeting
 - Based on website visits
 - Beating customers into submission
- Programmatic Ad Buying
 - Real-time bidding
 - Demographic targeting
- Dynamic Creatives – create ads on the fly



- On-location Services
 - Local attractions/restaurants
 - On-property services
- In-room Entertainment (BYOD)
 - Own device streaming (iOS, Android)
 - On-demand Streaming (a la Netflix)
- Quick and Easy Wi-Fi
 - If I had to explain it, it wouldn't be quick OR easy!

