

## DRIVING GROWTH IN ONLINE HOTEL RESERVATIONS

Client: Carlson Hotels Worldwide  
Service: Online Channel Effectiveness<sup>SM</sup>



CASE  
STUDY

### Maximizing Prospect-to-Booking Performance Measures

One of the hotel brands of Carlson Hotels Worldwide sought to optimize its overall online operations while keeping the branded Web site engaging, personalized and useful for customers.

### Benchmarking Online Channel Performance

Compete's Online Channel Effectiveness<sup>SM</sup> provided an assessment of travelers' entire online consideration and booking process. The clients' specific measures were benchmarked across agencies and suppliers in critical areas such as attracting and engaging travelers, content usage and conversion funnel effectiveness. Compete recommended improvements that led to new features and functionality, such as integrating a bookings engine directly on the information page for each hotel property.

### Increasing Online Conversion Rates by 56%

Compete's conversion funnel analysis and recommendations allowed the brand to hone its messaging and implement industry best practices at key defection points in its reservation process. During a two-year period while working with Compete, the brand experienced a 56% increase in the conversion rate of consumers visiting its Web site.

Compete continues to work with Carlson Hotels Worldwide to help them make strategic decisions on how to improve the effectiveness of their online efforts in attracting customers and to identify and prioritize opportunities for site improvements.

**Compete benchmarked online channel performance against competitor hotel brands and aggregator sites to help a leading hotel company increase the conversion rate of travelers visiting its Web site.**



### Contact Us

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to learn more about travel solutions for your business. Or call Sales for details at (617) 933-5600.



Compete, Inc. extends online market research to transform the way consumers and brands communicate. By combining permission marketing, predictive analytics and the industry's largest consumer behavior database, Compete helps marketers identify and reach their target consumers. Compete delivers conversant marketing solutions that increase profitability and customer loyalty and result in measurable and effective marketing programs. Compete delivers these solutions to leading brands such as Carlson Hotels Worldwide, DaimlerChrysler, Hyundai Motor America, Teva Neuroscience and Upromise®, among others. Compete is headquartered in Boston, Massachusetts, with offices throughout the US. For more information, please visit <http://www.competeinc.com>.

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