



Marketing Strategy Conference

An HSMAI Commercial Strategy Event

Renew, Rebuild, Recover

Dallas | September 28

Defining Success in the New Market

POP

QUIZ

What's the Right Way to Measure Attribution?

- A. Last click
- B. First click
- C. Linear/Positional/Time decay
- D. All of the above
- E. None of the above

Marketing Strategy Conference 2021

Multi-Channel Conversion Analysis: Model Comparison



Last Interaction

vs

Time Decay

Select model

Primary Dimension: MCF Channel Grouping

Default Channel Grouping

Source / Medium

Source

Medium

Other

Channel Groupings

Secondary dimension

advanced

MCF Channel Grouping	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from Last Interaction)
		Last Interaction		Time Decay		Time Decay
		Conversions	CPA	Conversions	CPA	
1. Direct	—		—	(%)	—	-12.57%
2. Paid Search	\$		\$	(%)	\$	4.75%
3. Organic Search	—		—	(%)	—	13.08%
4. (Other)	—		—	(%)	—	-7.45%
5. Social Network	—		—	(%)	—	3.21%
6. Email	—		—	(%)	—	24.60%
7. Referral	—		—	(%)	—	-4.22%
8. Display	\$		\$	(%)	\$	0.00%

ATTRIBUTION MODEL & TRACKING CAPABILITIES

MARRIOTT	HILTON	IHG	HYATT
LAST SCID	LAST MCID	LAST N/A	LAST SRC



**"YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED"**

Return

On

Investment



Do You Have a Seat at the Table?



Another Look at Channel Mix



Commercial Strategy Needs to Evolve



Website Journey Analysis

2 KPIs

KPI #1: Get TO the Booking Engine

Primary Dimension: Default Channel Grouping ▾ Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

advanced

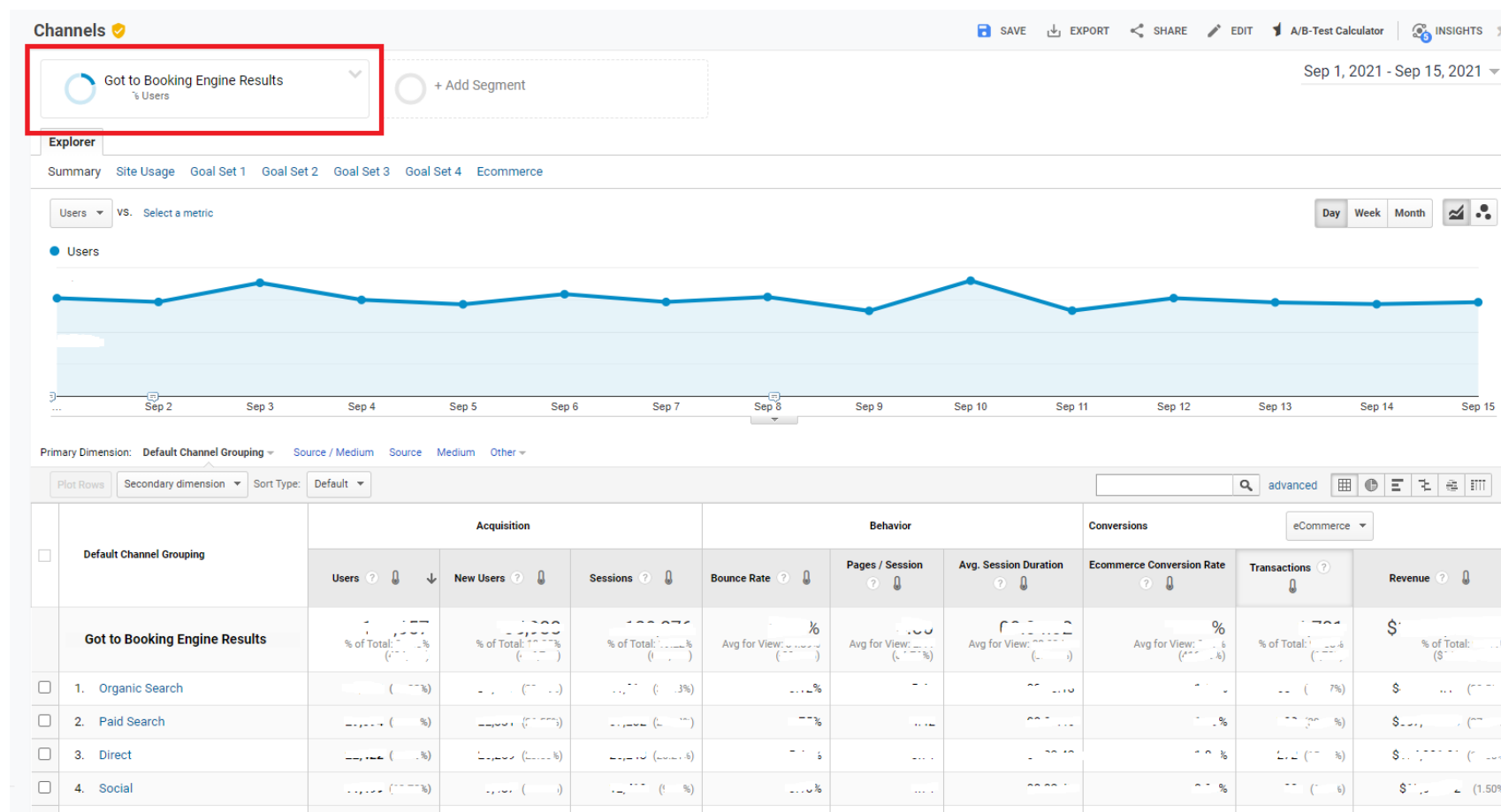
	Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 3: Entered Booking Engine ▾	
		Users ? ⓘ ↓	New Users ? ⓘ	Sessions ? ⓘ	Bounce Rate ? ⓘ	Pages / Session ? ⓘ	Avg. Session Duration ? ⓘ	Entered Booking Engine (Goal 3 Conversion Rate) ? ⓘ	Entered Booking Engine (Goal 3 Completions) ? ⓘ	Entered Booking Engine (Goal 3 Value) ? ⓘ
		% of Total: 100.00%	% of Total: 100.09%	% of Total: 100.00%	Avg for View: (0.00%)	Avg for View: (0.00%)	Avg for View: (0.00%)	Avg for View: (0.00%)	% of Total: 100.00%	% of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Organic Search									\$0.00 (0.00%)
<input type="checkbox"/>	2. Direct									\$0.00 (0.00%)
<input type="checkbox"/>	3. Paid Search									\$0.00 (0.00%)
<input type="checkbox"/>	4. Social									\$0.00 (0.00%)
<input type="checkbox"/>	5. Email									\$0.00 (0.00%)
<input type="checkbox"/>	6. Referral									\$0.00 (0.00%)
<input type="checkbox"/>	7. (Other)									\$0.00 (0.00%)
<input type="checkbox"/>	8. Display									\$0.00 (0.00%)



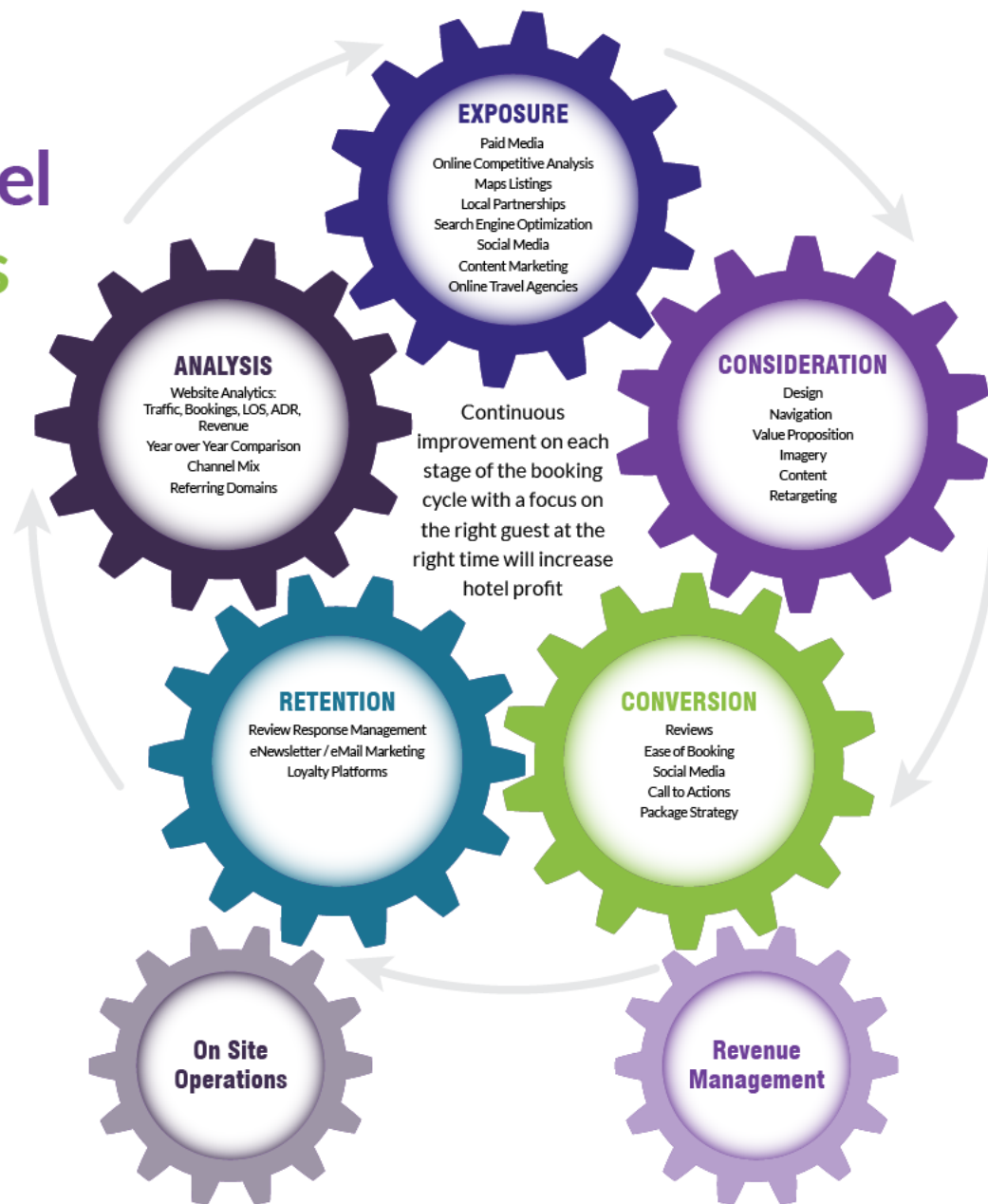
This Goal was completed in 3 sessions 100% funnel conversion rate



KPI #2: Get THROUGH the Booking Engine: Segmenting Dimensions



Hotel Digital Marketing Flywheel with Impact Points and KPIs



How Digital Marketing can be Measured

- EXPOSURE**
- Page / Domain Authority
 - Return on Ad Spend
 - Engagement
 - Impressions
 - Backlinks

- CONSIDERATION**
- Traffic and Click Through Rates
 - Propensity to Check Rates
 - Site Flow
 - Time on Site
 - Heat Mapping

- CONVERSION**
- Conversion Percentage
 - Rate Parity / Shops
 - Phone Conversion

- RETENTION**
- Loyalty Sign Ups
 - Followers via Social
 - Open & Click Through Rates
 - Reputation Management
 - Repeat Guests

- ANALYSIS**
- Work with Sales and Revenue Management to Analyze and Improve



CogwheelMarketing.com

For More Info

Cogwheel Marketing Collaboration Calls –
Monthly Call for Digital Marketers of Branded
Hotels

TravelBoom Marketing Blog: [How To Analyze the Performance of Display Demand Generation, Top 3 Most Important Google Analytics Goals for Hotel Websites](#)

Cogwheel Marketing Blogs: [Channel Mix](#), [Hotel Digital Marketing Flywheel](#), [Evolve Past ROI](#), [New Way to Look at Marketing Campaigns](#), [Hotel Flywheel](#), [Is MetaSearch the Best Investment?](#)

Podcasts to Listen



Hospitality Live with Loren Gray (Stephanie and Melissa Occasionally Co-Host)



Travel Boom Marketing– Digital Marketing Podcast



Long Live Lodging – Hotel Podcast – All Topics

Take Aways

Attribution models are about understanding customer journeys

Marketing doesn't get a seat at the commercial strategy table if KPIs do not align with total hotel goals

Add a holistic approach to the channel mix against the comp set to be part of true commercial strategy

Slice and dice website behavior **before AND after** getting to the booking engine to see how different segments of traffic behave

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A decorative graphic at the bottom of the slide features two interlocking gears. The gear on the left is purple and is attached to a horizontal purple bar with a white border. The gear on the right is green and is attached to a horizontal green bar. The website address "cogwheelmarketing.com" is written in white text on the purple bar.

cogwheelmarketing.com

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