

## Spa Deals Case Study for Online Marketing Program Partners<sup>A</sup>

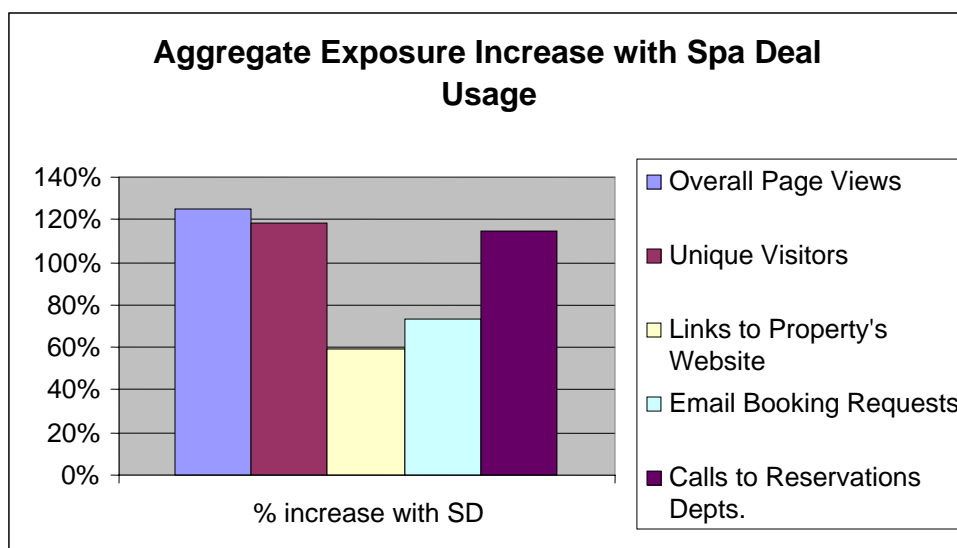
### Executive Summary

We decided to take an in-depth look at the impact that posting a Spa Deal can have on the overall traffic generated for a particular property on Spafinder.com. The results are simple:

**SPA DEALS CAN INCREASE YOUR TRAFFIC BY MORE THAN 100%!!!**

Spa Deals represent the single most effective tool for directing traffic to overviews and property websites that SpaFinder makes available to its Online Marketing Partners. The figure below presents a snapshot of the traffic increases:

Table 1.4



We encourage every partner of ours to submit a Spa Deal to gain increased exposure, as these properties have. The rules for Spa Deal submission are simple: Provide a package that involves a discount or added bonus to the consumer. Taking advantage of the ability to post a Spa Deal is the easiest way for a partner to maximize its exposure through Spafinder.com.

### Business Position

SpaFinder's web-based marketing program, designed to direct both consumers and travel agents to information about an individual property, is labeled the Online Marketing Program. The Online Marketing Program funnels the traffic generated by Spafinder.com to property overview pages that contain comprehensive information about the Online Marketing Program Partners. In addition to providing Online Marketing Partners with their static property overview, SpaFinder provides each property with additional methods of driving traffic to its overview. One of these opportunities is a Spa Deal.

Spa Deals are offers from Online Marketing Partners directly to our consumer base and network of registered travel agents. The Spa Deal can be any offer that extends value to the consumer. These offers range from discounted rates or free room nights (pay 3 stay 4, etc.) to complimentary services or reduced prices on service offerings. By posting a Spa Deal offer, Online Marketing Partners can substantially increase the amount of traffic directed to their overviews on Spafinder.com.

Unfortunately, less than 25% of all Online Marketing Partners have posted offers to the Spa Deals page. Our mission is to help our Online Marketing Partners utilize one of Spa Finder's most valuable marketing tools in order to maximize their exposure on Spafinder.com.

## **Methodology**

### *Properties*

For this paper we analyzed the performance of three properties:

- Property A located in Texas, USA
- Property B located in New York, USA
- Property C located in Quebec, Canada

Research results were taken from two date periods:

- Previous to or after a Spa Deals offer
- While a Spa Deals offer was live

The three properties were chosen at random from our pool of properties with valid Spa Deals in 2006 and a comparable amount of time without a Spa Deal in 2006.

## **Analysis**

Properties A, B and C were analyzed over comparable periods of time using the below (page 4) metrics.

Table 1.1

	Property A		
	Without SD	With SD	% increase with SD
Overall Page Views	2491	4127	<b>66%</b>
Unique Visitors	1596	2484	<b>56%</b>
Links to Property's Website	526	676	<b>29%</b>
Email Booking Requests	14	21	<b>50%</b>
Calls to Reservations Depts.	46	74	<b>61%</b>

Table 1.2

	Property B		
	Without SD	With SD	% increase with SD
Overall Page Views	227	1451	539%
Unique Visitors	161	948	489%
Links to Property's Website	85	276	225%
Email Booking Requests	2	4	100%
Calls to Reservations Depts.	5	24	380%

Table 1.3

	Property C		
	Without SD	With SD	% increase with SD
Overall Page Views	469	1583	238%
Unique Visitors	300	1053	251%
Links to Property's Website	124	221	78%
Email Booking Requests	3	8	167%
Calls to Reservations Depts.	2	16	700%

**Note:** "BB" refers to Spa Deal

Per the above data, all three properties in this study experienced a significant increase in traffic as a direct result of their Spa Deal posting. The increase can be seen across all categories, illustrating that consumers were actively engaged in both information gathering and action steps (terms defined below). A composite analysis (Table 1.4) demonstrates that there was an aggregate increase across each category, noting specifically that the minimum increase was 60% and the maximum increase was 125%.

## **Conclusion**

Spa Deals are a powerful tool for driving traffic to our partners. All five variables showed dramatic increases for each of the three properties. These increases ranged from 60% to 125%.

Spafinder.com is a tremendous source of traffic for its partners, registering over 4.5 million unique visitors annually. One of the most popular sections of the Spafinder.com website is the Spa Deals page. However, the effectiveness of the program is dependent on the participation of Spa Finder's Online Marketing Partner properties. It is up to each property to submit these offers proactively. SpaFinder aggressively promotes these specials to consumers and travel agents through prominent website placement and targeted e-newsletters.

-----  
*A Note about Data and Tracking*

Five total variables were analyzed for each property. These variables were compartmentalized into two groups: Information Gathering and Action Steps. The specific breakdown of these variables is as follows:

## Group A: Information Gathering

- **Overall Page Views:** The total number of individual web pages for a specific property viewed by consumers during their visits to Spafinder.com.
- **Unique Visitors:** The number of individual users that visited a specific property's information on Spafinder.com.

## Group B: Action Steps

- **Links to Property's Website:** The number of times a consumer was referred from Spafinder.com to a property's direct website.
- **Email Booking Requests:** The number of times a consumer submitted a qualified email booking request directly to the property's reservations department.
- **Calls to Property's Reservations Department:** Specific number of calls made to a property's reservations department using either the 1-866 number listed for a property or click-to-talk technology.

Three of these variables (Overall Page Views, Unique Visitors and Links to Property's Website) were tracked using data from Hitbox Analytics<sup>2</sup>. Email Booking Requests were tracked using email records and tracking. Calls to Property's Reservations Department were tracked using eStara<sup>3</sup>. All three variables in Group B result in a direct referral to the property. Spa Finder does not track bookings at the property, only direct referrals.

### *Duration*

#### **Property A**

Date: Pre or Post Spa Deal      4/1/06-4/28/06  
Date: During Spa Deal            3/4/06-3/31/06  
Duration Segment:                28 Days

#### **Property B**

Date: Pre or Post Spa Deal      3/10/06-4/3/06  
Date: During Spa Deal            4/4/06-4/28/06  
Duration Segment:                25 Days

#### **Property C**

Date: Pre or Post Spa Deal      2/20/06-3/13/06  
Date: During Spa Deal            3/14/06-4/04/06  
Duration Segment:                22 Days

---

<sup>A</sup> Spa Deal case study conducted by SpaFinder, Inc., authored by Vanessa Chambers, Dan Chandre and Letticia Gilbert

<sup>2</sup> Hitbox Analytics: A leading provider of on-demand digital marketing applications, via real-time web analytics data.

<sup>3</sup> eStara: Pioneering click-to-call and call tracking technology service provider.