

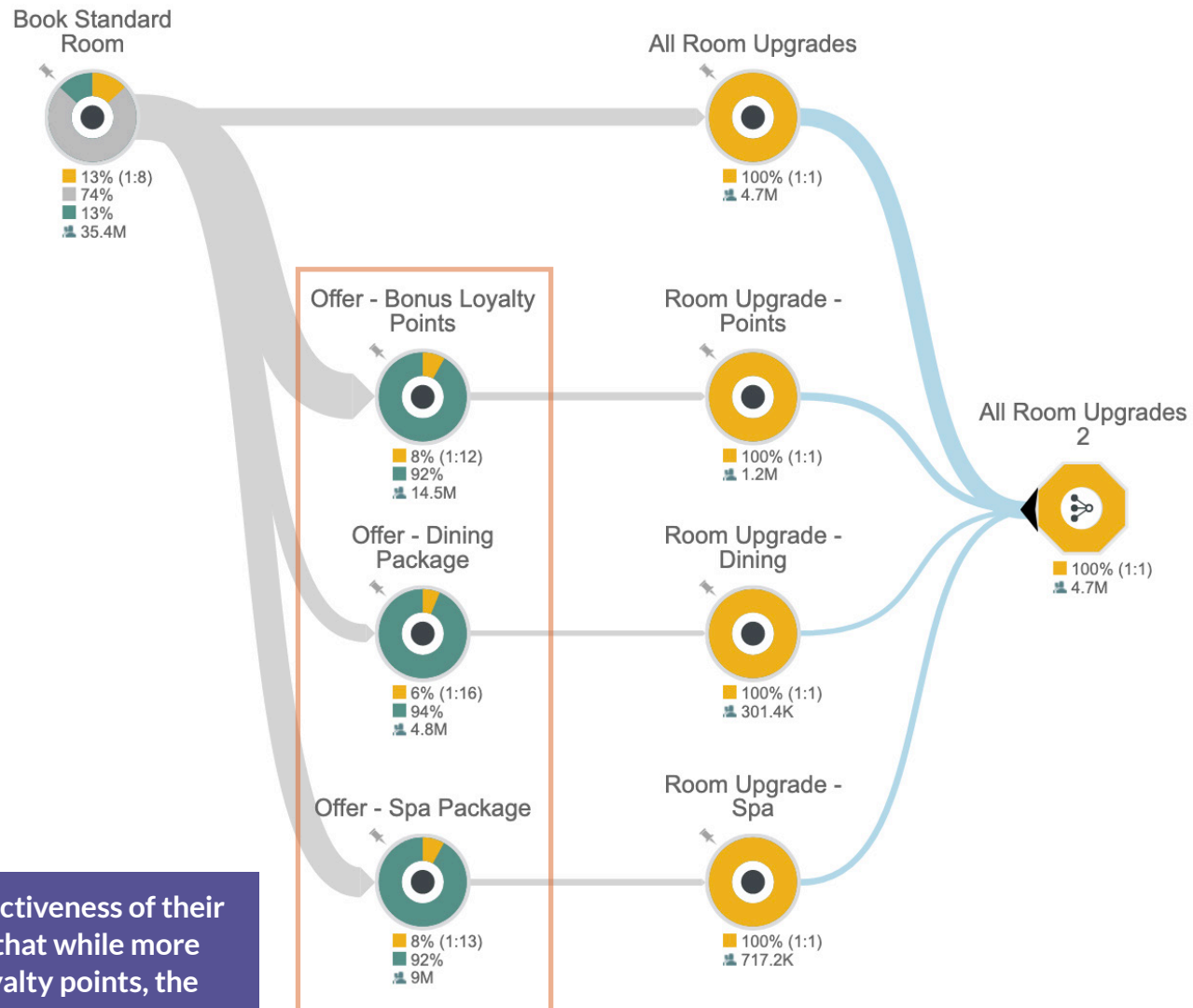
# Discover Upsell Opportunities with Customer Journey Analytics

A luxury hotel and resort company uses Pointillist to identify customers to target with the right upsell offers and orchestrate a personalized, cross-channel campaign to increase upsell conversions.

First, the team wants to understand which upsell offers are most effective for getting guests to upgrade their rooms. Starting on the top left of the journey, we begin with customers who booked a standard room, and then analyze the effectiveness of three different upsell offers shown in the orange box: bonus loyalty points, a dining package and a spa package. Below each offer are the number and percentage of customers that upgraded their room by responding to each offer.

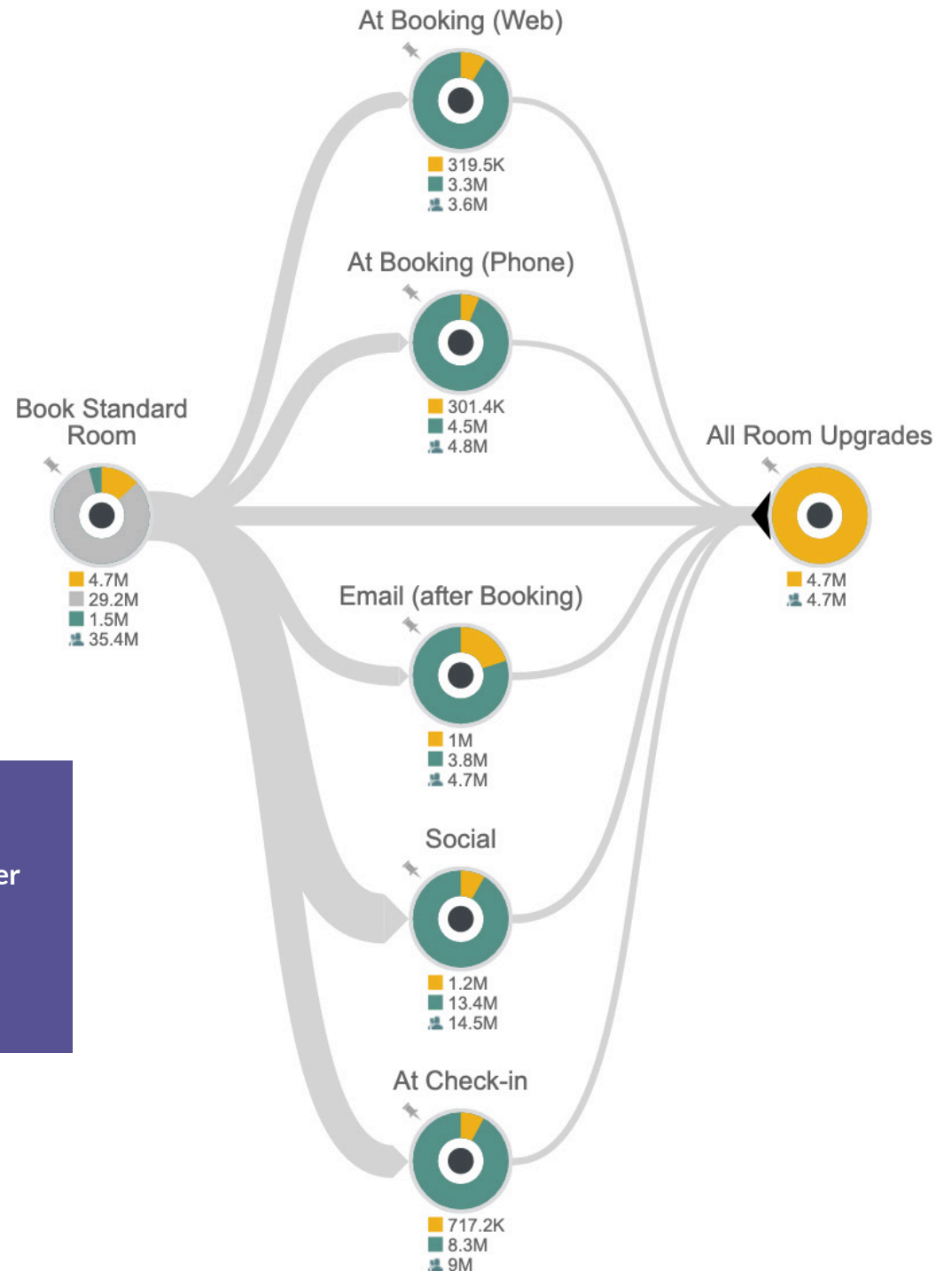
Looking back at the conversion rates, the team finds that while the most customers are offered extra loyalty points, the spa package converts at the same rate.

The team first assesses the effectiveness of their existing upsell offers and finds that while more customers are offered extra loyalty points, the spa package converts at the same rate.



Next, the team determines the most effective channels and timing. This analysis compares the volume of upsell conversions across 5 separate channels: while booking on the website, over the phone, after clicking an email or social ad or at the front desk at check-in.

Sending the upgrade offer via email after the initial room has been booked is converting at the highest rate, while the largest number of upsells are generated using social ads.



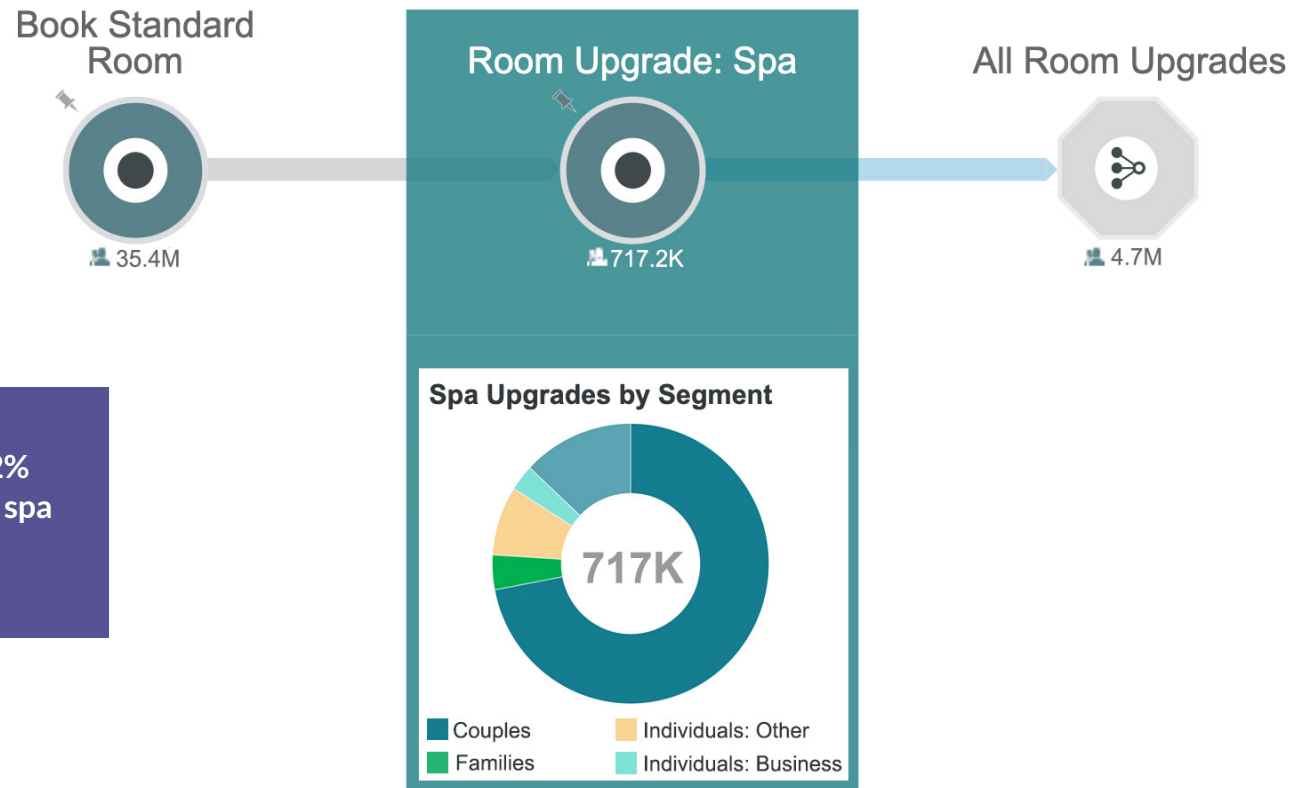
Next, the team determines which channels and timing are most effective. Sending the upgrade offer via email after the initial room has been booked is converting at the highest rate, while the largest number of upsells are generated using social ads.

Now that they have a better understanding of which channels and offers are most effective overall, the next question the team needs to answer is “which offers are more effective for upselling different customers?”

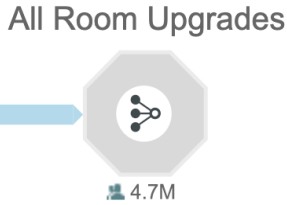
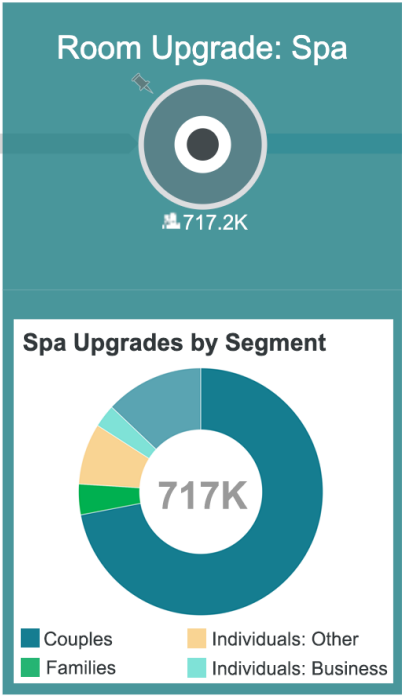
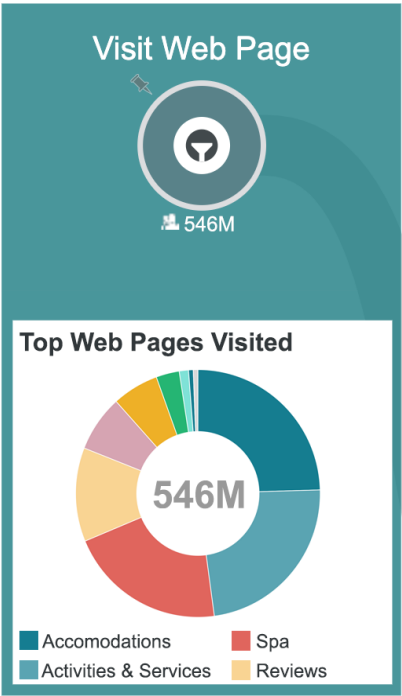
Their analysis shows that over 70% of guests that upgrade through a spa package offer are couples, whereas this offer has been far less effective for families, business travelers and other individual guests traveling alone.

In a similar analysis not shown here, they find that other offers were more effective than the spa package for some of these demographic segments. For example, business travelers and frequent guests are much more likely to convert on an offer for additional loyalty points, whereas families more commonly respond to the dining package.

Further analysis reveals that 72% of guests that upgraded via the spa package were couples.



Thanks to journey analytics identity matching capabilities, the team also is able to look-back and discover anonymous behaviors customers had across channels prior to booking a stay. They find that many of these customers that upgraded through the spa package had also visited the spa web page as an anonymous visitor before booking their standard room.



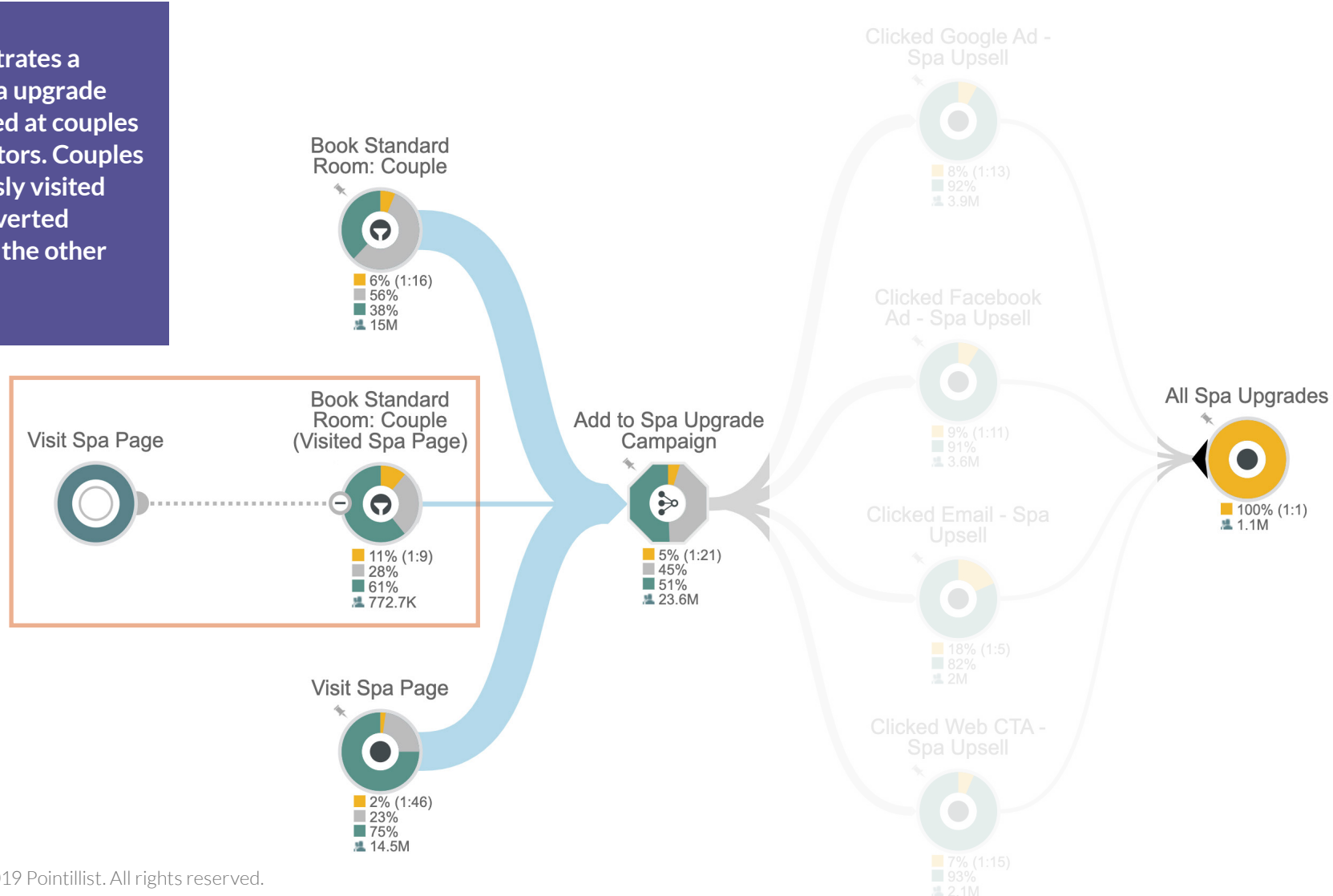
Many of these customers had also visited the spa web page as an anonymous visitor before booking their standard room.

The team orchestrates a cross-channel spa upsell campaign targeting couples and spa page visitors. The highest converting segment by far consists of couples that ALSO had visited the spa page prior to booking.

In the orange box on the left, we see that this segment converted at 11% on the spa upsell offer, while the other two segments converted at only 6% and 2%.

By focusing spa upsell offers on this dynamic segment which combines both demographic and behavioral data from multiple sources and channels, the team can greatly increase the effectiveness and efficiency of marketing and advertising efforts to increase upsells.

The team orchestrates a cross-channel spa upgrade campaign targeted at couples and spa page visitors. Couples that had previously visited the spa page converted 2-5X higher than the other segments.



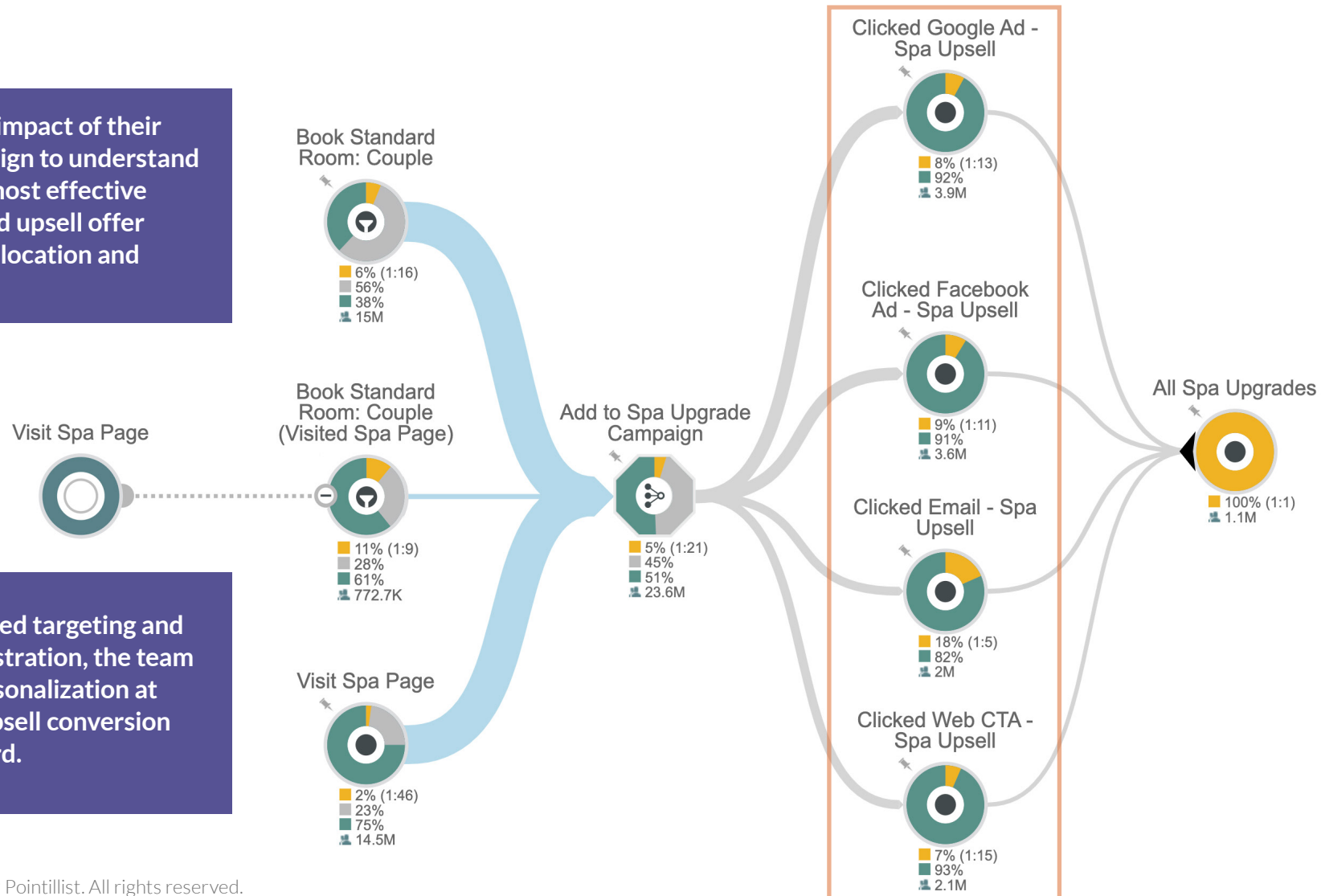
Finally, they determine which channels are most effective for each audience and upsell offer. On the right side of the journey, we can see conversion rates for the campaign across 4 different channels; google and facebook advertising, email marketing and

personalized call-to-actions on the website. This analysis allows them to quantify the overall impact of their cross-channel approach, and also optimize their campaign budget to further improve results and ROI.

Applying a similar campaign approach to their other customer segments and upsell offers like dining and loyalty points, the team is able to deliver personalization at scale and improve conversion rates across the board.

They also assess the impact of their cross-channel campaign to understand which channels are most effective for each audience and upsell offer to optimize budget allocation and improve ROI.

With this sophisticated targeting and cross-channel orchestration, the team is able to deliver personalization at scale and improve upsell conversion rates across the board.





## Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.

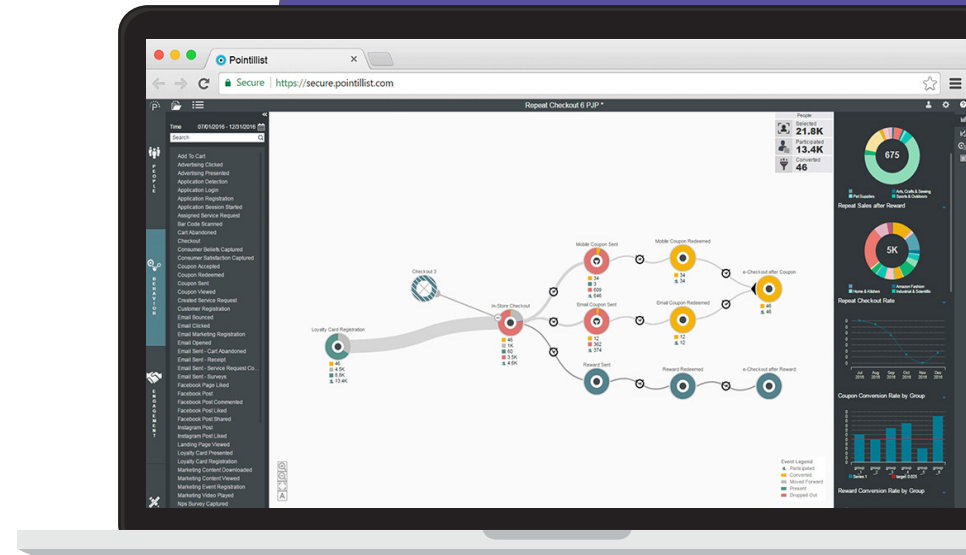
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