



*Preferred*SM
HOTELS & RESORTS

Introduction to Web Analytics



Presentation Purpose

This presentation is designed for those starting out with web analytics.

- What is Web Analytics?
- Why should I consider Web Analytics?
- How does Web Analytics work?
- How do I get started?

Web Analytics – What is it?

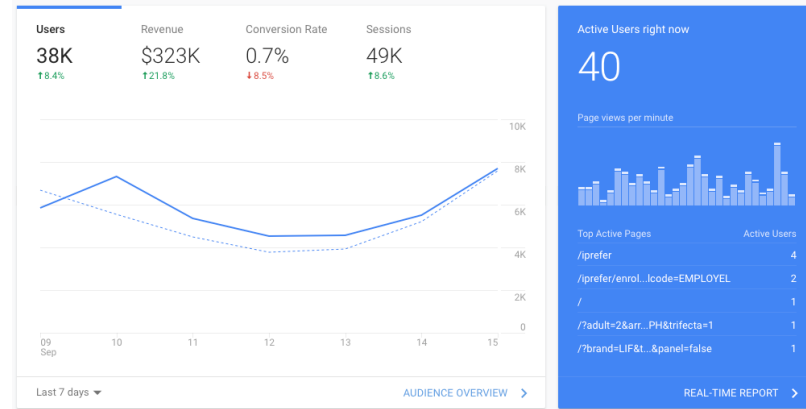
Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage, including information about the number of visitors to a website and the number of page views to help gauge traffic and popularity trends which is useful for market research.

Source: Wikipedia

Why should I consider Web Analytics?

Web Analytics can help you make better financial decisions through data analysis.

- How to spend digital marketing dollars
- Where to invest in website modifications
- How to change marketing messages to draw more business



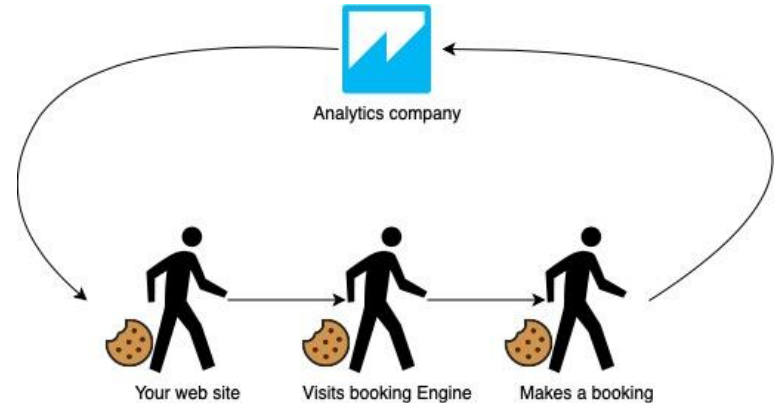
How does Web Analytics work?

- Just like each hotel has their own room types and rate structure, Web Analytics can be different for each property.
- Everyone wants to analyze some of the same data, like:
 - Number of visitors to my site
 - Conversion rate
- But everyone has custom data they may want to track:
 - What's my best room type?
 - Where do visitors abandon their booking journey?
 - Where did a visitor to my site that made a booking come from?



How does Web Analytics work?

- Analytics companies place **special tracking cookies** into the client's web browser.
- When clients navigates to sites you own, **data** is sent to the tracking company.
- The data is then analyzed and reported on usually through a web interface from the Analytics company.



How do I get started?

- **By hotelier directly**
 - Go to Google and attend training courses. Preferred will provide hotel level access to use the BE Designer
- **In house/Contracted web team**
 - Can utilize BE Designer and GTM or tracking system to maintain tracking/tagging for property
- **Consulting Services can be contracted**
 - At a fee to perform tracking setup and maintenance as needed, please contact bookingengine@preferredhotels.com

- **Q: Preferred used to provide support for our property for tracking in the past, will this continue?**
 - *A: While Preferred provided limited support for tracking in the past, it wasn't very comprehensive, as this is a specialty function. Preferred has determined that this is best handled through consulting or education by your web team or web agency directly.*