



3 Personalized Experiences

EVERY DMO SHOULD BE PROVIDING

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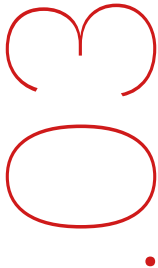
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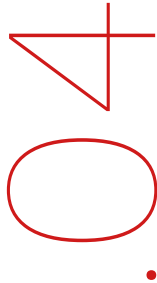
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Three Personalized Experiences Every DMO Should Provide

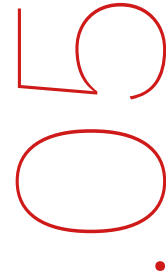
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PREFACE

“Bleeding edge” isn’t yet another loosely tossed adjective in travel-tech. We have been witness to Dorchester Collection leveraging guest reviews to **personalize breakfast preferences**. InterContinental Hotels relies upon Voice Assistants & Artificial Intelligence (AI)-powered rooms for an enchanting **in-room experience**. The Hub Hotel pushes the envelope by empowering its guests to explore places of interest in London via an **Augmented Reality application**. To assert that hotels have embraced extreme digital transformation to stay relevant is putting it mildly.

Whilst one of the key components of a tourist destination’s value chain is leveling up, the onus has now fallen upon Destination Marketing Organizations (DMOs) to embrace advanced Customer Experience (CX) strategies for superior differentiation. Just as hotels have woken up to the truism, Customer Experience Is the New Brand,” DMOs have to find themselves in the first quartile of the CX adoption bell curve.

As a pioneer in catalyzing superior digital experiences for Fortune 500 & innovative challengers, VWO is proud to stamp seal its of approval on Noble Studios endeavor to document its many successes with DMOs. We are extremely proud of the futuristic lens with which they have enhanced the digital fortunes of many a DMO. For example, in one of the many case studies outlined here, they activated a 40% uplift in Click-Through Rates (CTR) for Travel Nevada by personalizing for returning visitors.

We hope you enjoy the literature. Personalization is just one of the many pillars of an captivating experience. Noble Studios has mastered the many nuances of contextual personalization without compromising on visitor privacy. We are confident that the whitepaper will stoke your imagination multifold.

Ours certainly did.

Paresh Mandhyan

Paresh Mandhyan

Director (Marketing) VWO

What is Personalization?

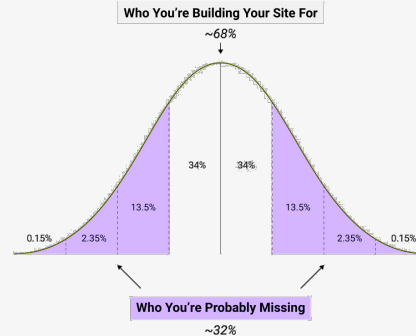
Do you hear that buzzing?

Buzzzzz, buzzzzzz, buzzzzzzz. That's the marketing community talking about personalization. But what does the term mean in the context of marketing a destination?

Essentially, personalization is a one-to-one marketing strategy that leverages consumer data, analytics and digital technologies to deliver users custom content and messaging

that is tailored to their unique interests. Historically, destination marketers have focused on best practices in mass communications in hopes of reaching as many potential travelers as possible with generalized campaign messaging. Thanks to innovations in data analytics and marketing technologies, the tides are turning toward personalized digital experiences; it is the future of the travel and tourism industry.

Personalization empowers marketers to target audiences with precision opposed to the traditional "one-to-many" marketing strategies of the past. While the once best practice is well intended, it excludes a significant portion of audiences by alienating them with generalized content that is simply not relevant. If travel marketers want to create meaningful connections with travelers and increase visitors, the answer is personalization.



Bell Graph Graphic

Visualize how much of your audiences are left out with the "one to many"

ONE SIZE FITS ALL vs. MANY SIZES FIT ALL

Personalization serves travelers custom content and messaging tailored to their unique interests and past behaviors to capture their attention no matter where they are in the complex travelers' journey. B2B companies have been leveraging personalization with great success for several years, and destination marketing organizations are in the pole position to take advantage of innovative personalization strategies.



**Personalization &
the Travel Industry
are a **Perfect Match****

LEVERAGING EMOTION

According to a 2018 **McKinsey & Company** study, the average traveler goes through 45 different touch points before booking a trip. Those touchpoints vary by audiences and span across devices, channels, time of day and day of the week to make for an unpredictable traveler journey.

Travel marketers are challenged with cutting through the crowded digital space to reach the right audiences, at the right time and on the right channel, with relevant and engaging content that will inspire travelers toward

conversion. To do this, travel marketers must view the unpredictable “travelers” journey as a series of opportunities to capture the attention of travelers through various media with personalized content and messaging that appeal to travelers emotionally.

At Noble Studios, we understand you have to connect to convert, and the fastest way to connect with travelers is with emotion in an already emotional planning and booking process. By appealing to the unique emotional triggers of a

diverse set of travelers on their buyers journey, they’re more likely to interact with your content.

Personalization unlocks a competitive advantage for DMOs by standing out from competitors with unique content and experiences for their target audiences. It’s a long-term investment and the sooner DMOs start experimenting with it, the sooner they’ll receive performance insights that strengthen their targeting strategies even more in the future.

Now Is the Time to Act

Just a few years ago, the technology that allows marketers to target audiences with personalization came with a hefty price tag both from the cost of the software and staffing requirements. Thanks to the democratization of data and recent innovations in technology, it's much more affordable for DMOs to start adopting

personalization strategies. It no longer requires heavy investments in infrastructure and developer resources or data scientists to market to travelers with precision. Travel and tourism marketing teams can now leverage optimization platforms like VWO without the need to hard code a website, creating greater efficiency when designing unique

experiences for target audiences. DMOs are no longer limited in audience data for unknown, anonymous users with access to geography, gender, age and various search history and website touchpoints that can be leveraged to create personalized user experiences like never before.

Three Personalized Experiences

EVERY DMO SHOULD PROVIDE

Noble Studios is a Nevada-born travel and tourism digital marketing agency with over 15 years of experience turning dreamers into bookers. We've worked with DMO clients across the country and around the world including Yosemite Mariposa County, *The Islands of Tahiti*, Visit Santa Monica,

Visit Dana Point and Visit Newport Beach to name a few. But to demonstrate the three personalized experiences every DMO should be providing, we're taking a closer look at the work we've done for fellow Nevada organizations such as Travel Nevada, Lake Tahoe Visitors Authority and Visit Reno Tahoe.

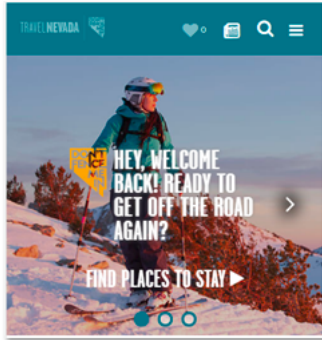
1. New vs. Returning Site Visitors (Travel Nevada)

In 2018, Noble Studios was tapped as the agency of record for the Nevada Division of Tourism, or Travel Nevada. The scope of work included various digital marketing services such as User Experience (UX) enhancement, creative services, Search Engine Optimization (SEO), Search Engine Marketing (SEM), email marketing and more to deliver users more relevant and personalized online experiences.

In the discovery phase, we determined there was an opportunity to segment the market by new vs. returning site visitors in order to provide different experiences that would increase user engagement with content and improve conversion rates.

The strategy focused on new visitors needed a greater presentation of the destination brand and key value proposition, while simultaneously focusing on returning visitors, who needed easier access to planning tools such as event calendars, booking widgets and itinerary builders.

We leveraged new vs. returning site visitor data to adjust the messaging and content placement on the website. We started by acknowledging and welcoming back returning visitors with a personalized message within the hero image. We also updated the call-to-action (CTA) to link directly to lodging options vs. editorial content. Next, we moved several of the



C Website		V1 social proof					
VARIATION		CONVERSION RATE RANGE		IMPROVEMENT	CHANCE TO BEAT	CONVERSIONS / VISITORS	
					C WEBSITE		
BASE	C Website	2.00% (±0.34)	<div><div></div></div>	-	-	45 / 2,248	⚙️
	V1 Variation - Returning Visitor Content	2.77% (±0.38)	<div><div></div><div></div></div>	<div><div></div></div> 38.3	<div><div></div><div></div><div></div><div></div><div></div></div> 97%	84 / 3,035	⚙️

travel planning tools from the low position on the site they originally occupied to a more prominent position, all while modifying the placement of more general brand messaging that the visitor had already seen. This allowed us to more effectively activate the content needed to move the visitor through to the next phase of the travelers journey. Just by changing the headline and CTA to appeal more to returning visitors, we were able to see a 38.3% increase in header CTA clicks vs. the non-

personalized experience. This resulted in a large increase in traffic to the lodging page and more referrals to lodging partner websites. Just as we had suspected, visitor engagement with your website is dependent on many factors, including whether they are new or returning. Since then, we have further iterated on subsets of returning visitor segments and have continued to see dramatic increases in engagement.

Since launching the new vs. returning personalization, we have seen an overall increase in average time on page to 11.5% for returning visitors, as well as a 10% drop in Bounce Rate on the homepage where the personalization lived. In addition, traffic to the lodging page increased 48.62%, which was a huge win. Period over period, the returning visitor traffic showed increased Average Time on Page (+4.5%) and lowered Bounce Rate (-4.49%) compared to the prior months where the New vs. Returning Personalization was not in affect.

The homepage—where the personalization was running—showed an even greater increase in engagement metrics for returning visitors with +12.37% average time on page and -8.59% bounce rate.

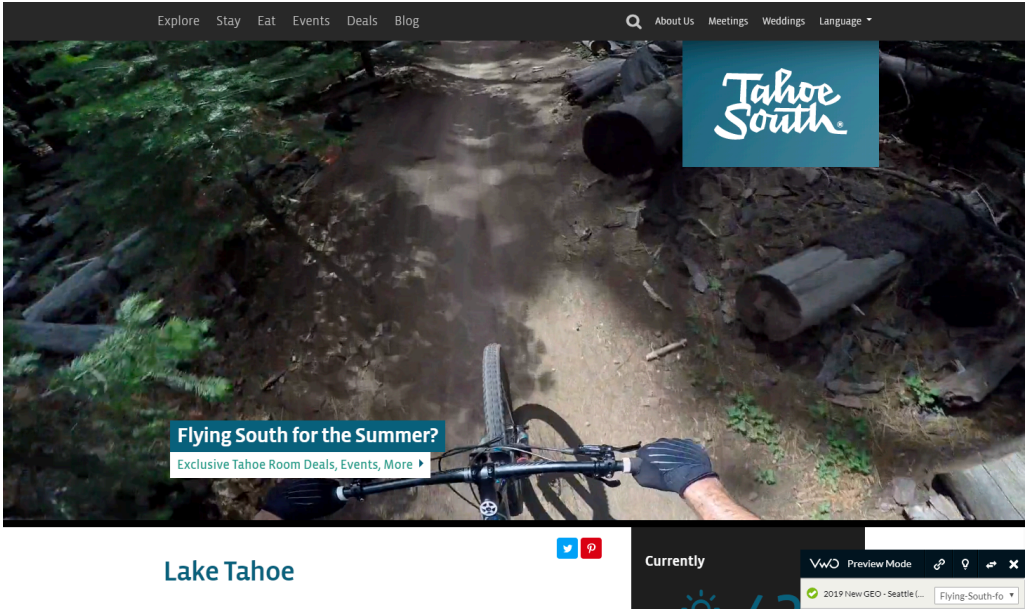
2. Geography (Lake Tahoe Visitors Authority – LTVA)

Seattle saw a 12% increase in traffic to the personalized landing page

Noble Studios partnered with the Lake Tahoe Visitors Authority to provide design, UX, search marketing and email services to its Tahoe South brand. Like every DMO, they needed help getting the right audiences' attention with the right message for greater conversions. South Lake Tahoe is a year-round destination full of an array of activities that attract a wide range of travelers from all over the world. This made for ample opportunity to market to those different audiences with personalization. We created several personalizations for

individual cities that aligned with the client's target markets (including direct flights and geographic traffic to the website). For each identified city we created a personalized message on the homepage of the site linking to a custom landing page that delivered unique content. Our goal was to inspire more site visitors to visit a second and third page on the website to learn more about all of the great things Tahoe South offers. The increased interest in personalized content speaks for itself.


Personalization
for Seattle



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Fly South from Seattle and Land Yourself a Great Deal



Ah, Tahoe. The big blue. The home to early morning skiing and cool evenings spent in a carefree, laid back state of relaxation you can't find anywhere else. Tahoe offers an alpine setting that will have you staring in awe at the majestic pines as high desert meets outdoor paradise while the sun sets on yet another gorgeous day.

Visiting South Lake Tahoe this season is the best decision you'll make all year. Here's why.

Stay and Play at Tahoe

Events galore: from top concert [events](#) including Lifehouse, Railroad Earth and String Cheese Incident, Tahoe South is full of adventure. Tahoe South is stoked to announce, [Spring Loaded](#), an event that brings together the best of spring and winter with live music, loud outfits, lodging deals,

Currently

43°


Partly Cloudy

Forecast





Roads

Webcams

Download Our Travel Guide



Landing Page
for Seattle

	VARIATION	CONVERSION RATE RANGE	IMPROVEMENT	CHANCE TO BEAT C CONTROL ▾	CONVERSIONS / VISITORS	?
BASE	C Website	1.79% (±0.11) 	-	-	427 / 23,457	⚙
	V1 Flying South For the Summer?	2.00% (±0.11) 	 11.6	 95%	484 / 24,257	⚙

Los Angeles saw
a 6% increase in
traffic to the
personalized
landing page

	VARIATION	CONVERSION RATE RANGE	IMPROVEMENT	CHANCE TO BEAT	CONVERSIONS / VISITORS	?
BASE	C Control	2.67% (± 0.24)	-	C CONTROL	193 / 7,235	⚙️
	V1 Header Link & Title Pers	2.83% (± 0.25)			203 / 7,168	⚙️

	VARIATION	CONVERSION RATE RANGE	IMPROVEMENT	CHANCE TO BEAT	CONVERSIONS / VISITORS	?
BASE	C Control	4.98% (± 0.41)	-	C CONTROL	224 / 4,501	⚙️
	V1 Variation 1	7.26% (± 0.49)			337 / 4,645	⚙️

“In-market” visitors saw a whopping 45% increase in traffic to the personalized landing page

By combining data about direct flight offerings along with website traffic and conversion data from geographic regions, we were able to pinpoint certain targets in need of further exploration and a different personalized experience. This can be applied on a small scale and then expanded over time.

3. Landing Page and Ad Creative Alignment (Visit Reno Tahoe)

A disjointed experience on a landing page can make or break conversions and engagement. A common issue is the mismatching of creative on display ads with the creative used on the landing page. This is a problem especially true if your display ads are targeted to certain niche audiences (e.g., families vs. adrenaline junkies), and after clicking on your add, they land on a disjointed homepage or similar existing page which does not match the creative that had originally drawn them in to the website.

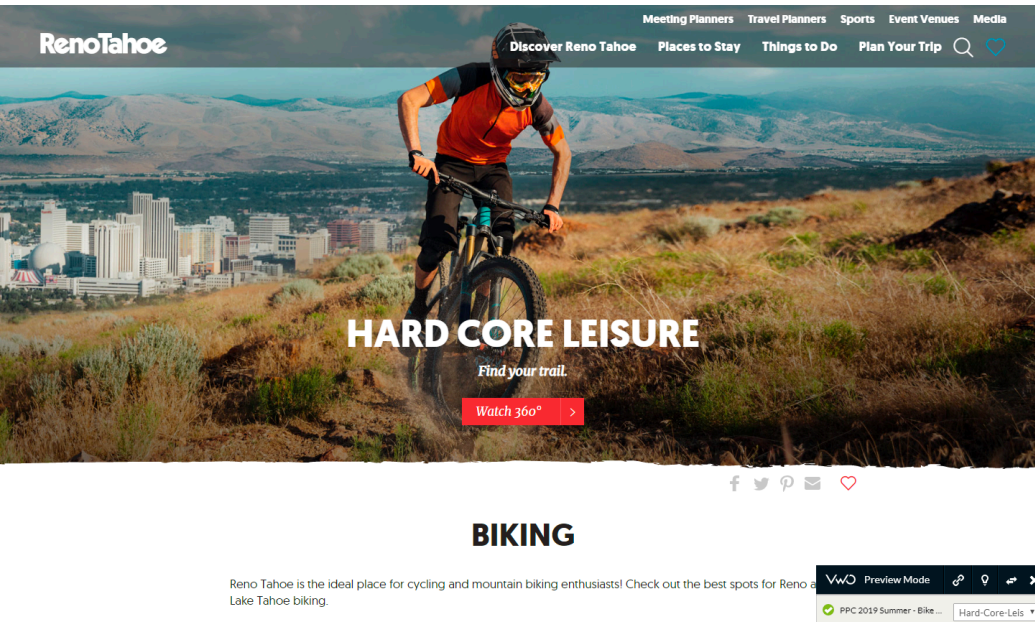
Personalizing the creative of the landing page to match the ad creative not only helps increase engagement and interest

with site visitors from ads, but also provides data as to which content and site features resonate with each specific audience.

This can be extended in many ways to include specific keywords your bidding on in Google Ads or creative seen within an overall campaign flight.

With Visit Reno Tahoe, we achieved this by replacing key landing page header images with content and imagery similar to the display ads seen by the visitor.

By doing so, we saw a 9% increase in page engagement compared to the non-personalized control group.



Landing Page to
Match

	VARIATION	CONVERSION RATE RANGE		IMPROVEMENT	CHANCE TO BEAT C CONTROL	CONVERSIONS / VISITORS	?
BASE	C Control	4.49% (±2.95)	<div><div></div></div>	-	-	35 / 779	⚙️
	V1 Variation 1	4.87% (±1.09)	<div><div></div></div>	<div><div></div></div> <div>85%</div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>54%</div>	35 / 718	⚙️

4. The Importance of Privacy

Noble Studios and our partners are committed to transparency when it comes to data privacy concerns. We communicate clearly why and how we leverage anonymous user data, and it's key destination marketing organizations understand why they need to do the same.

People must maintain control of their own data and choose when to opt in or not based on the terms and conditions of their browser, search engine, device and various applications. It is essential that customer data is collected and stored in a manner compliant

with all applicable laws (GDPR, CCPA) and that you choose the right platform partners with security programs to protect it also.

We leverage their anonymous data from anonymous cookies and device IDs to deliver them the most relevant content and messaging for more meaningful and memorable digital experiences.

Personalization does not have to conflict with privacy concerns because personalization at its core delivers users what they want with more relevant and timely information across various media.

Conclusion

Look no further than your customers to understand that personalization is the future of digital marketing. A 2019 [SmarterHQ](#) report found 72% of consumers in 2019 only engage with marketing messages customized to their interests. So if you're offering the same content to all your site visitors, you're doing them (and your business) a disservice.

Destination marketing organizations are tasked with capturing the attention of a diverse set of audiences that puts them in a leading role to leverage personalization for more effective marketing and more satisfied visitors. The technology to apply personalization to your marketing strategy has evolved to such a cost-effective point that, with the support of an internal marketing team and experienced agency like Noble Studios, improvements can be seen very quickly.

[Contact us](#) to see how we can help you achieve new heights in visitor engagement and conversion optimization through personalization on the VWO platform.

Noble Studios

Noble Studios is a creative **digital performance marketing agency** specializing in digital marketing strategies, CRO, personalization, web development, SEO, paid digital media, content development and social media. Since 2003, the company has completed work for international brands such as Autodesk, FICO, Adobe, Bentley Systems, World Wildlife Fund, Google, Central Coast Tourism Council, Yosemite Mariposa County Tourism Bureau, Newport Beach & Co., Santa Monica Travel and Tourism, Tahiti

Tourisme, University of California and more. For five consecutive years, *Inc.* magazine recognized Noble Studios in its annual Inc. 500|5000 list of the nation's fastest-growing private companies.

In 2014, Noble Studios was recognized as Nevada's Small Business of the Year by the U.S. Small Business Administration. Noble Studios is an approved Google Marketing Platform Partner and Premier Google Partner.



VWO is the only connected **Experience Optimization Platform** that enables organizations to optimize their entire audience journey – from click to retention. By using this simple platform, DMOs have the ability to create stellar digital experiences that convert at a higher rate by discovering visitor behavior insights. These insights can easily be turned into experiments, which can expand to multichannel digital properties, bringing back lost audiences through effective engagement. VWO is trusted by more than 6000+ brands like Hilton, Norwegian, eBay, Disney and Target.

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