



## Lastminute.com Targets Customer Preferences with Omniture TouchClarity™

200 % ▸ ON-SITE BEHAVIORAL TARGETING INCREASES SALES ON LASTMINUTE.COM BY MORE THAN 200%.



CASE STUDY



# lastminute.com

TRAVEL



### OVERVIEW

Lastminute.com is one of Europe's premier travel and lifestyle companies, looking to become the number one European e-commerce lifestyle player by delighting customers with great-value inspiration and solutions. Lastminute.com offers both travel products—such as flight, hotel, holiday and car rental services—as well as lifestyle products including dining services, theatre tickets, music events and more. Recently acquired by Travelocity Europe, the company also operates 36 other industry-relevant sites under the lastminute.com umbrella.

# lastminute.com

LOCATION: London, England  
URL: www.lastminute.com  
INDUSTRY: Travel  
PRODUCTS: Omniture TouchClarity™

## CHALLENGE

- » No understanding of customer preferences
- » No insight into the optimal timing of online content deliver
- » Unable to automate the decision-making process in real time

## SOLUTION

- » Deployed Omniture TouchClarity Targeting
- » Tested multiple creative options to determine top-performing content
- » Served most relevant content to each customer

## RESULTS

- » Segmented customer to determine audience preferences
- » Directly measured and quantified lift in sales for targeted content
- » Increased sales 200% for targeted areas of site

## CHALLENGE

Lastminute.com differentiates itself by packaging and delivering a large variety of travel and entertainment products and services, such as flights, hotel rooms, holidays, restaurant reservations, entertainment tickets and gifts, in convenient and novel ways.

However, such a variety of offerings presented a challenge in that the company wanted a better, more objective way to decide which offers to serve its customers by understanding what they were most interested in and delivering the right content to the right visitor at the right time.

For example, which offer should be center-page for different customers who visit the homepage? If specific customers were looking for concert tickets, would they abandon their visits if all the content on the homepage related to travel offers? Is there a way to automate the decision-making process in real-time? How could lastminute.com optimise its online revenue potential by more effectively targeting its clients with the offerings they find most relevant?

## SOLUTION

Lastminute.com deployed on-site behavioural targeting using Omniture TouchClarity Targeting to maximise revenue through their site.

The Omniture TouchClarity Targeting Platform ensures the most relevant and engaging content is served to each customer in order to achieve a specific goal of increased revenue for lastminute.com's most valuable homepage real estate.

The Omniture TouchClarity Reporting Engine, in real-time, allows them to directly measure and quantify the resulting lift in sales from the targeted content versus a concurrent control group.

The Omniture TouchClarity Targeting Platform's self-learning optimisation abilities also allowed lastminute.com an easy and efficient solution for testing multiple creative options so that the best-performing creative was determined very quickly and then automatically targeted for the appropriate lastminute.com visitors.

## RESULTS

Omniture TouchClarity automatically builds individual anonymous visitor behavioural profiles then uses sophisticated predictive modeling to target in real-time each individual lastminute.com visitor in order to offer the most relevant and engaging product for them.

Hundreds of variables similar to those collected by Web analytics packages are analyzed for predictive insight ranging from the time of day and day of week to the referring URL, search engine criteria, frequency of the previous visits and the complete history of on-site clickstream behaviour. lastminute.com can access real-time reports showing the exact revenue lift that results from the targeting versus a control group.

The initial pilot project showed that sales increased by over 200% for select targeted areas of the site.

The detailed information reported by Omniture TouchClarity in the pilot project has been used to segment lastminute.com's customers to provide further learning about audiences which



“Omniture TouchClarity Targeting makes the site more relevant for each visitor, thereby engaging them on-site for longer and increasing conversion.”

MARKO BALABANOVIC, DIRECTOR OF PERSONALISATION, LASTMINUTE.COM

The screenshot shows the lastminute.com homepage. At the top, there's a navigation menu with categories like Home, Flights, Holidays, City breaks, Hotels, Car hire, Gift ideas, Restaurants, Theatre, and Going out. Below the menu is a search bar and a 'Search travel' section with filters for departure point, date, time, destination, and return date. There are also promotional banners for 'Last second holidays', 'Theatre Big Star Theatre Awards 2006', and 'Hotels'. On the right side, there's a '10 ways to live every lastminute.com' list with various travel offers.



200%

Increase in sales for targeted areas of Web site

can be integrated with the above-the-line marketing campaigns. This distinguishes, for example, the different behaviour of a customer searching for a city break vacation arriving via a pay-per-click campaign on Google from a customer searching for a dinner and theatre evening package.

Marko Balabanovic, Director of Personalisation at lastminute.com explains: “As we learn more about our customers we can increasingly improve our service to them. Omniture TouchClarity Targeting makes the site more relevant for each visitor, thereby engaging them on-site for longer and increasing conversion.”

After the pilot project delivered an increase in sales of over 200% on lastminute.com’s homepage, the Omniture TouchClarity Targeting solution was extended to other pages of the site and is now being implemented on Travelocity.co.uk.



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