

Share 14



PLUS

PREMIER

Best Western International

Felipe Carreras, Director, eCommerce



BRIGHTEDGE

Agenda

A few words about Best Western

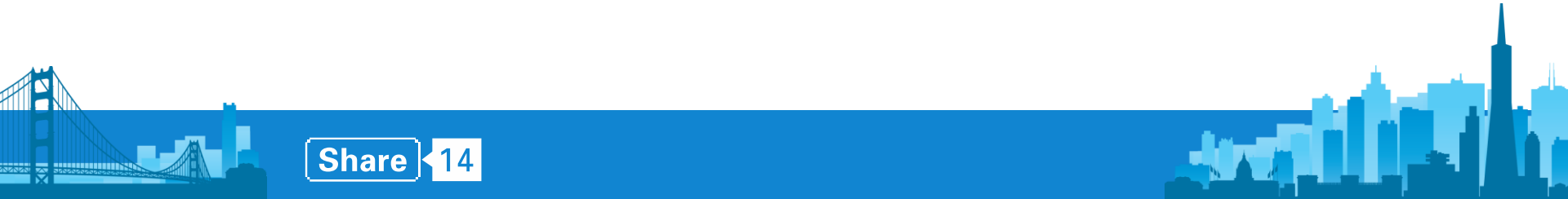
A look back

“Name Tag Marketing”

A cautionary tale

Remember the basics

Lessons



About Best Western

- **4,000+** independently owned and operated hotels
- **2,100+** properties in North America
- **CORE, PLUS** and **PREMIER** descriptors



Mobile at Best Western



A Look Back

B E L I E V E

128

REGENCY

Name Tag Marketing



Good Intentions... A Cautionary Tale



Telecommunications company

300k email blast

Use surname matching

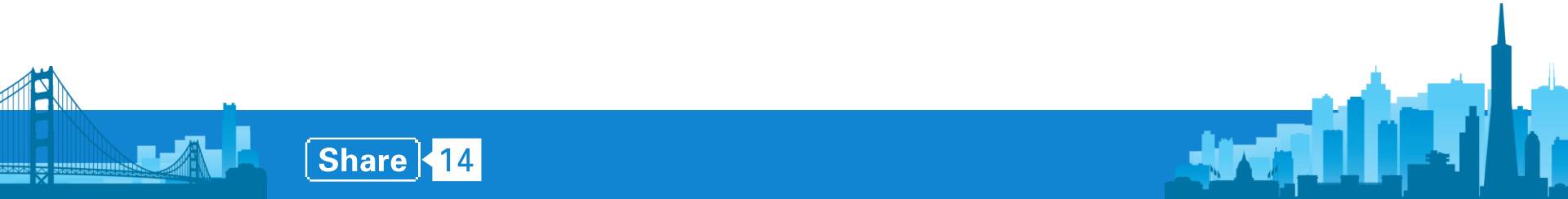
***¡Hablamos
Español!***

17% open rate

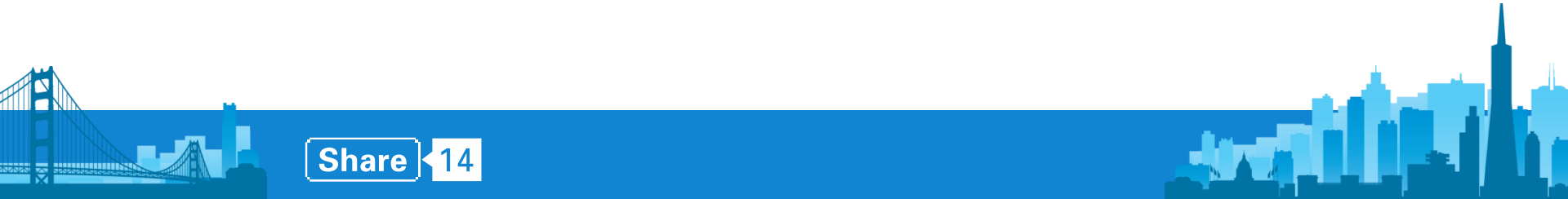
14% unsubscribe rate

Good Intentions... A Cautionary Tale

**52,000
LOST
CUSTOMERS**



It's About The Person



Data Can Help

- Separate analytics for mobile users from desktop users
- Know what each user group is searching for and where they enter your site
- Consider different conversion events by device
- Tablet / Smartphone – what's mobile for you?

What Is Mobile Anyway?

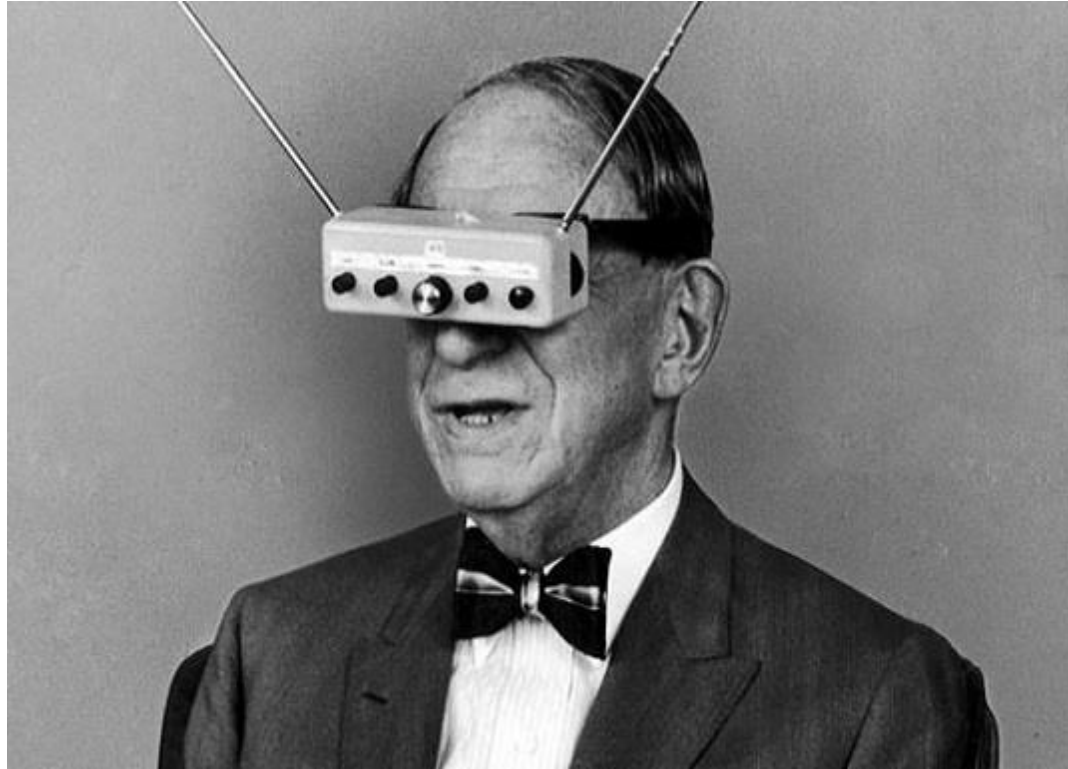


What Is Mobile Anyway?



Android

What Is Mobile Anyway?



Basics Still Apply!

- Provide a mobile experience
- Use the device's strengths
- Understand use cases
- Good design is good design
- Speed and performance



Key Takeaways

- Don't fall into the trap of “Name Tag Marketing”
- Optimize analytics – listen to your guest/customer/audience
- Consider, and reconsider, technology trends and usage
- Don't forget the basics

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Thank You!



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