



# Alaska Airlines increases revenue and conversion across marketing channels

Leading airline increases ad spend by 50 percent after gaining ability to track return on ad spend with the Adobe® Online Marketing Suite, powered by Omniture®

## Location

Alaska

## URL

[www.alaskaair.com](http://www.alaskaair.com)

## Industry

Travel

## Products

Adobe Online Marketing Suite, including:

- Adobe SiteCatalyst®, powered by Omniture®
- Adobe SearchCenter +, powered by Omniture
- Adobe Test&Target®, powered by Omniture
- Adobe Genesis, powered by Omniture, integration with email provider WhatCounts

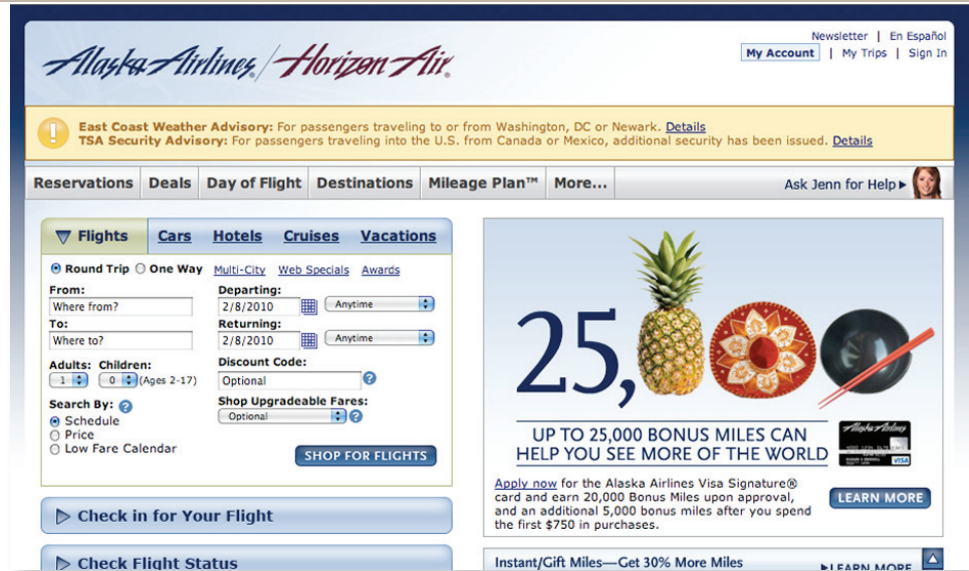
Alaska Airlines needed to more effectively measure and optimize the revenue occurring on its website. An existing analytics solution was providing high-level data points but could not give a consolidated view of data from all marketing channels in one place. The company implemented the Adobe Online Marketing Suite, leveraging four products designed to drive increased performance—from acquisition, to customers' on-site experience and conversion, to retention and remarketing.

## Challenge

Alaska Airlines wanted to connect its customer acquisition marketing efforts through to conversions on its website. The company hoped to accomplish this by understanding the combined impact of external drivers of site traffic and revenue, such as paid search campaigns, with on-site merchandising efforts and email marketing campaigns.

"We could pinpoint key performance indicators such as number of bookings or check-ins on our website, but not much more than that," explains Andrea Schwarzenbach, manager of interactive marketing for Alaska Airlines. "We had a thirst to understand all the different transaction types that occur on our site."

With an increasing number of its flight bookings taking place online, Alaska Airlines wanted to effectively measure revenue occurring through the company's website. Alaska Airlines was spending a significant amount of its marketing budget on online marketing but needed a reliable solution to better understand the external drivers of traffic and sales. It also needed to optimize merchandising efforts on its website and the usability and interaction in terms of page flow and conversion.



## Challenge

- Measure the sales that come through the site
- Understand the external drivers of traffic and sales
- Optimize merchandising efforts, usability, and web interaction in terms of page flow and conversion

## Solution

- Implemented the Adobe Online Marketing Suite to integrate data from multiple marketing channels, optimize ad spending and deliver relevant, personalized content
- Used Adobe SiteCatalyst to measure on-site merchandising
- Employed Adobe SearchCenter + to optimize ad spending and increase search marketing performance
- Used Adobe Test&Target to serve more relevant, personalized content
- Integrated Adobe Genesis with WhatCounts to optimize remarketing email campaigns

## Results

- Increased ad spending by 50% after gaining the ability to directly track return on ad spending
- Increased campaign revenue by 1.1%, translating into an increase of millions of dollars
- Deployed five new email campaigns based on insight garnered from analytics, which saw an average 50% open rate and 12% conversion rate

## Solution

Alaska Airlines selected the Adobe Online Marketing Suite for its ability to provide fully integrated marketing solutions from acquisition to conversion. "We chose Adobe because of the company's expertise in the travel vertical," says Andrea Schwarzenbach, manager of interactive marketing, Alaska Airlines. "We needed a solution that could provide a full view of our online marketing efforts."

Adobe SearchCenter + helped Alaska Airlines optimize its ad spending and increase the performance of its paid search marketing campaigns in conjunction with other marketing efforts. For example, when the airline ran an on-site promotion, it ran supporting paid search ad copy similar to the copy on its site. Alaska Airlines then measured visitors who viewed the on-site promotion after clicking on a paid search ad.

Using Adobe SearchCenter +, Alaska Airlines also utilized the same tracking codes to measure banner ads and paid search ads. This allowed the company to determine which campaign was most successful and how multiple touchpoints influenced conversion.

Adobe SiteCatalyst enabled Alaska Airlines to measure the effectiveness of on-site merchandising efforts. For example, the airline placed a greeting ad on its home page and measured visitors' click paths after they viewed the ad. "By analyzing click paths, I can make informed decisions about the effectiveness of certain content or offers based on the data," Schwarzenbach says. "I can see if I need to change the navigation to get visitors somewhere on the site more quickly, change the placement of the ad, or perhaps change the pages visitors are landing on."

Adobe Test&Target allowed Alaska Airlines to provide visitors with more relevant content by targeting specific messages to visitor segments. For example, the airline used geo-targeting to serve regional promotions to visitors from different cities. Alaska Airlines also used Adobe Test&Target to test different creative layouts on its site to understand how the variations influenced conversion.

Alaska Airlines utilized geo-targeting in email campaigns as well. The airline integrated Adobe SiteCatalyst with email provider WhatCounts through Adobe Genesis to send regional promotions in remarketing emails to customers who had previously purchased a flight to or from a certain city.

*"We chose Adobe because of the company's expertise in the travel vertical. We needed a solution that could provide a full view of our online marketing efforts."*

Andrea Schwarzenbach, Manager of Interactive Marketing, Alaska Airlines

The screenshot shows the Alaska Airlines website interface. At the top, there's a navigation bar with 'Reservations', 'Deals', 'Day of Flight', 'Destinations', 'Mileage Plan™', and 'More...'. A 'Newsletter' sign-up and 'En Español' link are also present. The main content area is titled 'Deals' and features a large banner for 'SALE ON OUT HORIZON AIR'. The banner lists three routes with fares: Seattle-Yakima from \$49, Portland-Bend from \$49, and San Diego-Pasco from \$139. A 'VIEW FARES' button is located at the bottom right of the banner. Below the banner, there's a 'Our Lowest Price — Guaranteed' section. To the left of the main content is a sidebar with a menu: 'Air Deals and Fare Sales', 'Vacation Deals', 'Cruise Deals', 'Hotel Deals', 'Mileage Plan Deals', 'Web Specials', 'Newsletter', and 'Show All Deals'. To the right is a 'Current Deals' sidebar with sections for 'Air Fare Deals' and 'Vacation Deals', each containing a list of promotional offers.

## Results

With the Adobe Online Marketing Suite, Alaska Airlines has improved performance across multiple marketing channels.

By understanding the insight provided by Adobe SearchCenter +, Alaska Airlines was able to make the case to increase search spending by 50% year over year.

Using Adobe Test&Target to serve geo-targeted content on its site, Alaska Airlines experienced a 1.1% increase in incremental revenue growth, which translates into millions of dollars for the company. In addition, Alaska Airlines can now test and measure how content will impact conversion before rolling it out on its site.

Conversions from geo-targeted email campaigns resulted in a significant improvement over traditional email campaigns, also translating into millions of dollars in revenue for the company.

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Andrea Schwarzenbach, Manager  
of Interactive Marketing, Alaska  
Airlines

## **About Alaska Airlines**

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve more than 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada, and Mexico. Alaska Airlines ranked highest in customer satisfaction among traditional network carriers in the J.D. Power and Associates 2008 and 2009 North America Airline Satisfaction Studies. For reservations, visit [alaskaair.com](http://alaskaair.com). For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at [alaskaair.com/newsroom](http://alaskaair.com/newsroom).

**For more information**  
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