Microsoft Advertising Insights

Connected trips: multi-line travel trends in the UK

Microsoft Advertising. Intelligent connections.

UK | March 2021
Across the Customer Decision Journey (CDJ)

STEP 01
High reach channel stimulus

STEP 02
Decision to begin research

STEP 03
Brand & Category searches

STEP 04
Consideration & price compare

STEP 05
Engage with Paid & Organic Search

STEP 06
Abandon research, continue browsing

STEP 07
Engage with Native Re-marketing

STEP 08
Re-engage product comparison

STEP 09
Buy Online

STEP 10
Consider next product need

START OF CDJ

END OF CDJ
Mono-line vs. multi-line customers
How to engage multi-line users in their customer decision journey

**Mono-line customer**

Purchases only **one** travel product for their trip

**Multi-line customer**

Purchases **multiple** travel products for their trip
52% of UK travel users considered multiple lines of business in their journey.
A large share of UK travel users consider multiple lines of business in their journeys

52% of the UK travel users shopped for multiple lines of business in their journey. Flights/Airlines was the category with the highest share of multi-line users (57%).

* Multi-Line user categorization based on first touch-point to avoid duplications

Microsoft Internal Data. Travel UK Consumer Decision Journey; Cross-Line of Business interest based off IE and Edge browser activity (where applicable). N = 1000 users. Sep 2020 – Feb 2021. UK, PC traffic only.
Page views by category for multi-line travelers and their CDJ

*Microsoft Internal Data. Travel UK Consumer Decision Journey; Cross-Line of Business interest based off IE and Edge browser activity (where applicable). N = 1000 users. Sep 2020 – Feb 2021. UK, PC traffic only, Multi-line users only.*
UK multi-line users tend to end their journey with a different category than they started with

<table>
<thead>
<tr>
<th>First Touchpoint</th>
<th>Hotel/Accommodations</th>
<th>Activities/Experiences</th>
<th>Car Hire/Taxi</th>
<th>Flights/Airlines</th>
<th>Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/Accommodations</td>
<td>44%</td>
<td>5%</td>
<td>4%</td>
<td>12%</td>
<td>36%</td>
</tr>
<tr>
<td>Activities/Experiences</td>
<td>11%</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
<td>44%</td>
</tr>
<tr>
<td>Car Hire/Taxi</td>
<td>17%</td>
<td>33%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Flights/Airlines</td>
<td>42%</td>
<td>3%</td>
<td>11%</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>Holidays</td>
<td>48%</td>
<td>5%</td>
<td>3%</td>
<td>13%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Multi-line users consider other products in their journey across all categories

TIP!
Make sure you touch them across their whole journey for cross-selling opportunities

Microsoft Internal Data: Travel UK Consumer Decision Journey; Cross-Line of Business interest based off IE and Edge browser activity (where applicable). N = 1000 users. Sep 2020 – Feb 2021. UK, PC traffic only. Multi-line users only.
While branded terms vary slightly by user type, generic terms were favored across the board.

When focusing on search only (across all engines), all user types tend to lean toward generic queries.

Mono-line customers preferred branded more than multi-line users in Flights and Holiday categories.

Make sure you cover generic traffic to engage users at scale.

Microsoft Internal Data. Travel search queries; All search engines, Sep 2020 – Feb 2021, UK, PC only.
The majority (52%) of UK travel users are multi-line consumers, meaning they consider different travel categories in their journey.

Car Hires and Activities tend to be more present in the end part of user’s journey.

Most users will not end their search journey in the same category which they started in.

Focusing on search patterns (across all search engines), UK users tend to favour generic queries in their journeys.

Focus your reach on upper part of the funnel with the Microsoft Audience Network to touch users and influence their purchase behavior early in their journeys.

Activate cross-product campaigns to reach undecided users in their product consideration phase and attract them to convert on your properties (i.e. Flights -> Hotels; Holidays -> Hotel).

Make sure you cover generic search traffic to engage users at scale.

Expand your search reach to hit users across the whole consumer journey with cross-selling opportunities.
The scope of this analysis is to provide insights on how online travel users surf the net looking at different travel product categories (flights, airlines, hotels etc.)

We have monitored and analyzed the browser activity (IE and Edge) of a sample of travel users (n=1000) and deciphered their interests and behavior across their online journeys.

**Methodology**

- **Market**: United Kingdom
- **Timeline**: 1<sup>st</sup> September 2020 to 28<sup>th</sup> February 2021
- **Traffic**: All IE and Edge browser activity related to Travel
- **Analysis Dimensions**
  - **Product Categories**: user activity related to travel was (when possible) associated to a product-line for: Hotels/Accommodations, Activities/Experiences (such as city tours, sports etc), Car Hire/Taxi, Flights/Airlines and Holidays (including flight+hotel and any travel packages)
  - **Touchpoints**: for Touchpoints (or intent) we identified any user activity on the browser that we were able to categorize as travel, including search queries (on all engines), portal queries (such as MSN and others) and travel website surfing (only where we were able to identify the page content/category from the URL)
  - **Brand vs Generic**: Search queries split between Brand (when a search query includes the mention of an established brand name/portal) and Generic (no brand mentions)
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