

# The Leading Hotels of the World

Google Analytics 360 and  
Google BigQuery Case Study

## The Leading Hotels of the World & LunaMetrics: Mapping Customer Journey Through Content Attribution with Google Analytics 360

The Leading Hotels of the World (LHW) is a hospitality organization comprising more than 375 hotels, resorts, and spas in over 75 countries. Since 1928, LHW has represented luxury hotels, helping travelers locate accommodations that meet exacting standards of excellence around the world.

On [lhw.com](http://lhw.com), travelers can access information about each hotel, including hotel rates and current offers as well as hotel amenities such as a beach, spa services, golf course, etc. By deepening LHW's understanding of how these informational touchpoints lead to bookings, the organization can:

- Add detail to marketing strategies, leveraging targeted messaging based on customer interests.
- Refine site design to surface information that customers find most useful.
- Prioritize amenities that are more likely to lead to successful bookings.

### Insight Through Google Analytics 360

LHW uses Google Analytics 360 to measure its website performance, collecting information about how users access their website while also exploring user behavior including pages viewed and on-site interactions with key website features. But despite the tremendous amount of data, LHW needed to answer the question at the core: **Which content touchpoints lead to hotel bookings?**

There is no straightforward analytical answer to be found in the Google Analytics interface -- instead, this question takes statistical modeling to address. By partnering with LunaMetrics, a Google Analytics Certified Partner, LHW took advantage of their data from Analytics 360 to do just that. Google Analytics 360 customers benefit from many enterprise-focused features, including the ability to collect and report on much more data than the free version allows. Behind the scenes, Google Analytics 360 also provides the ability to access detailed, unsampled, hit-level data for analysis through a connection to Google BigQuery, a cloud database tool.

To understand the different types of touchpoints, LunaMetrics assigned each page on the site to categories, which were then used to produce a statistical model of how users move through the site before making a booking. LunaMetrics developed a content-based attribution model, distributing the value of successful bookings across the many interactions that preceded a purchase.

"These kinds of questions can't be easily answered only by reporting and comparing metrics," says Jonathan Weber, Data Evangelist at LunaMetrics. "The data might already exist, but surfacing insight from it at this scale requires computational firepower to compute statistical models." LHW combined their data from Google BigQuery with advanced analysis techniques from LunaMetrics to tackle this challenge.

Furthermore, because each hotel offers different amenities, LunaMetrics applied various statistical and machine learning techniques to create a model of which amenities, and by extension which hotels and offers, a specific user might be interested in.

## The Right Hotel for the Right Traveler

The outcomes of these analyses factor into LHW's planning for improvements to its website and marketing tactics. The content-based attribution model allowed LHW to quantify how important each informational touchpoint is to a booking, and thus gauge how the touchpoints should be emphasized in navigation and site design.

"From this analysis, we've been able to make website enhancements that we believe will improve customer experience while searching our hotels," says Nina Lakhani, Analyst at LHW. "Additionally, we discovered that our predictive intelligence platform for web recommendations needed to be updated to more accurately tease out the hotel features and attributes that our guests were most interested in when making bookings."

By gaining a better understanding of users' preferences for specific groups of amenities (which is to say, different types of hotels), LHW can now make changes, both outward-facing and inward-facing, with financial impact. The organization can create more targeted ad messaging based on the "web personas" that were discovered, maximizing ad spend. At the same time, LHW can better allocate its internal resources, as the organization creates content aligning with consumer interests gleaned from users' browsing behavior.

In addition, LHW identified areas for improvement to the way they describe their hotels. "We will be scrubbing the features that we promote for each hotel to make sure they are clear, descriptive, and in-line with customer interests wherever possible," Nina said. The LunaMetrics study also served to reaffirm research LHW had previously conducted in-house on their consumers and their travel preferences.

By leveraging the deep statistical modeling capabilities of Google BigQuery and Google Analytics 360, LHW and LunaMetrics uncovered great new insights with both immediate impact and guidance for the future. "This analysis helped us better understand how our customers navigate through our website and what customer journeys are most common," Nina said. "Once these journeys were identified, we were able to make enhancements to the website to create more seamless experiences for our customers, as well as guiding the creation of more specific A/B tests to continue improving."



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**Nina Lakhani**  
*Analyst*

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