

The Google Analytics 360 Suite offers AIDA Cruises insights and efficiencies at scale



About AIDA Cruises

- AIDA is a market leader in “cruises as a modern lifestyle product.” The company’s goals are to:
 - Offer guests an unparalleled vacation experience
 - Continue to improve the environment
 - Create a secure, success-oriented future for all employees.
- Headquarters: Rostock, Germany
- www.aida.de

Goals

- Understand the online customer journey
- Create an agile and scalable reporting and analysis environment
- Help all teams access data to enable better decisions

Approach

- Implemented auto-event tracking with Google Tag Manager 360
- Used a roll-up property in Analytics 360 to monitor several domains with one interface

Results

- Reduced tag implementation from 21 days to a single day
- Gained real-time insights into dates and destinations for cruise searches
- Centralized data analysis for better company-wide decision-making

In 2014, half of all continental European cruise guests spent their vacation on a ship from the Costa Group. AIDA, one of the Costa Group’s biggest brands, is based in Germany and plays a key role in the European market. Vacationers come to the AIDA website from all over Europe to learn about cruises and book options before, during and after their journeys.

AIDA wanted to know more about the online journey of its customers: how customers were acquired, how they behaved, and when they converted. AIDA partnered with Trakken, a Google Analytics 360 authorized reseller, to create a best-in-class analytics environment using the Google Analytics 360 Suite that could give AIDA a competitive edge.

Scalable data collection

AIDA needed to relaunch thousands of pages, including a full online booking system, and track the results. To support this objective, Trakken set up Google Analytics 360 and Google Tag Manager 360 to create an agile, scalable environment for data reporting and analysis.

Tag Manager 360 made it easy for the AIDA team to deploy and test new tags on all pages, and to standardize tag code and quality across all AIDA domains. The faster Tag Manager 360 deployment process required far less time and input from AIDA’s IT team, reducing the time needed to deploy new tags from 21 days to a single day. Faster tag deployment gave AIDA better insights sooner.

Reliable data

Next, Trakken implemented auto-event tracking, a Tag Manager 360 solution that automatically generates an event each time a person clicks an HTML element within a page. This event can be sent to Analytics 360 using an event tracking tag. Coupled with e-commerce tracking, event tracking tags gave AIDA a deeper and clearer view of customers’ actions. The AIDA team could now see which destinations people looked for, and whether they abandoned a purchase or made it all the way through checkout.



About Trakken Web Services

- Trakken specializes in web analytics and conversion optimization. Trakken is a Google Analytics 360 authorized reseller, serving SMEs and enterprises worldwide.
- Headquarters: Hamburg, Germany
- www.trakken.de

"Event tracking via Google Tag Manager 360 provides an excellent alternative to conventional implementation through the IT department, which was often a bottleneck for innovation in the past."

—Marc Schwinzer
Web Analyst,
AIDA Cruises

Standardized auto-tagging makes it easy to track important events such as cruise searches. The marketing department can use the data to rethink and adjust marketing tactics, making better use of its budget and boosting conversion rates.

"Auto-event tracking of cruise searches provides especially interesting insights regarding destinations and desired travel dates," says Schwinzer. "That leads to more efficient and user-centric campaign development based on travelers' demands."

AIDA uses events and e-commerce tracking to plan discounts and marketing activity based on customers' website behaviors. When customers search the AIDA site for an Asian destination, they'll begin to see other Asian destinations displayed more prominently on the site. Plus, with the pairing of remarketing and Analytics 360, users who add a destination to their baskets but don't complete the purchase will begin to see ads for the same destination throughout the Google Display Network and in Google Search.

A one-stop platform

Analytics 360 also lets the entire company create and share reports more easily. The roll-up property combines several AIDA domains into one view. This lets the AIDA team report and monitor across various domains with a single interface.

The Analytics 360 roll-up property gives AIDA a powerful cross-platform view of customer acquisition and behavior across the whole AIDA online universe, including multiple websites and mobile environments in many countries across Europe. AIDA can now review online performance and react to the rise and fall of traffic and revenue in near-real time. And since it works with Tag Manager 360 across all platforms, AIDA can compare results and share insights throughout the company.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite