

FAREHARBOR

SPARK

 OCTOBER 25TH 2021 

Your *Data*, Your *Way*:

Creating a **Clear Pathway** to Conversions





Corbin Pforsich

Account Manager



Stephanie Schwartz

Account Manager



On the Agenda

- > Know Your Starting Point
- > Define Your Goals
- > Implement & Track For Success
- > Adjust Accordingly



What Is Your Starting point?

Do you know where to find useful data that you'll need in order to make better-informed, **conversion-focused** business decisions?



Google Analytics

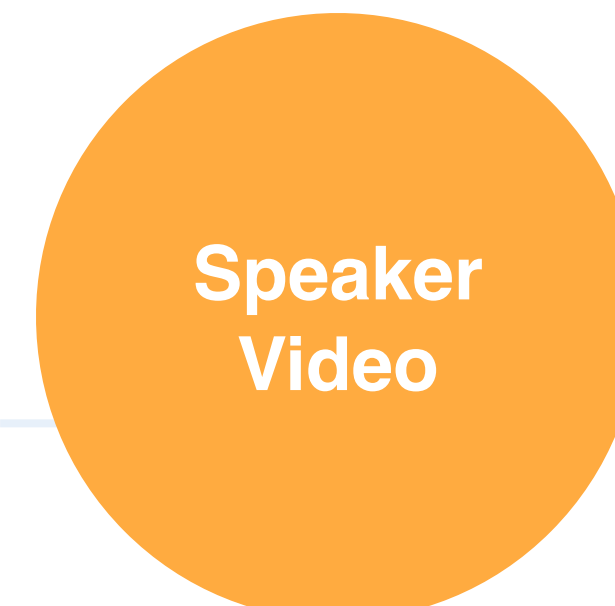
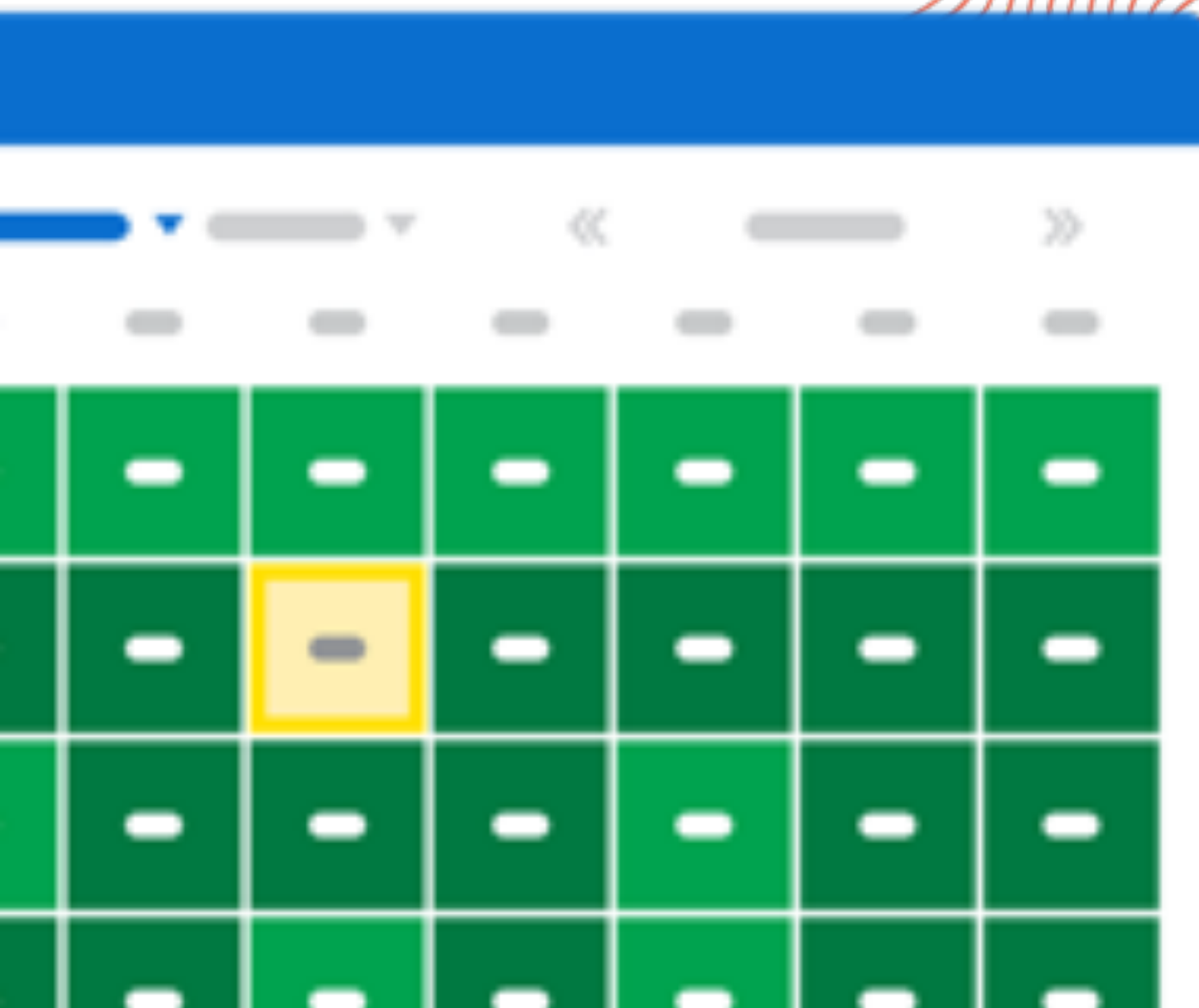


Speaker
Video



Easiest Place to Start?

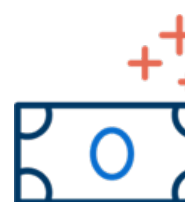
Your Dashboard!



Online vs. Offline



Best Selling Tours

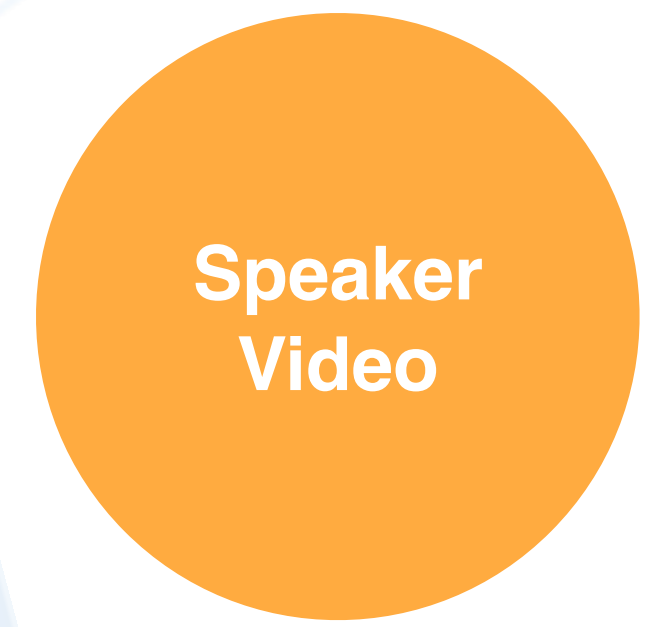


Revenue

tip:

Adjust date ranges for quick YoY reporting!

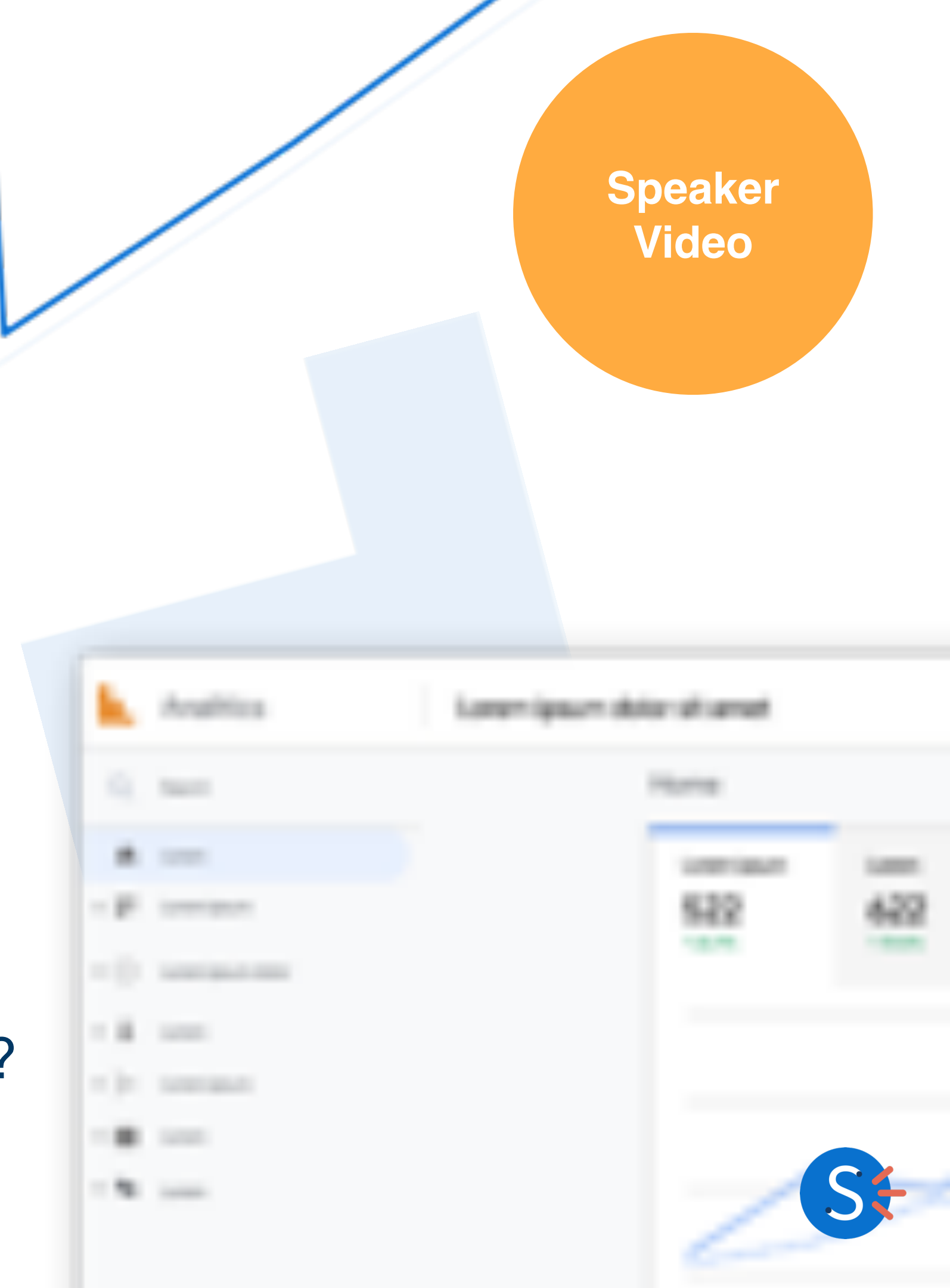




Who Landed on Your Site?

How Did They Get There?

What Did They Do Once They Got There?





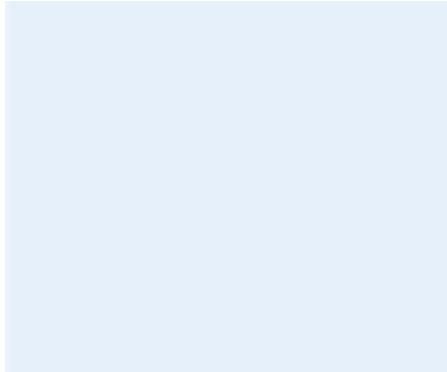
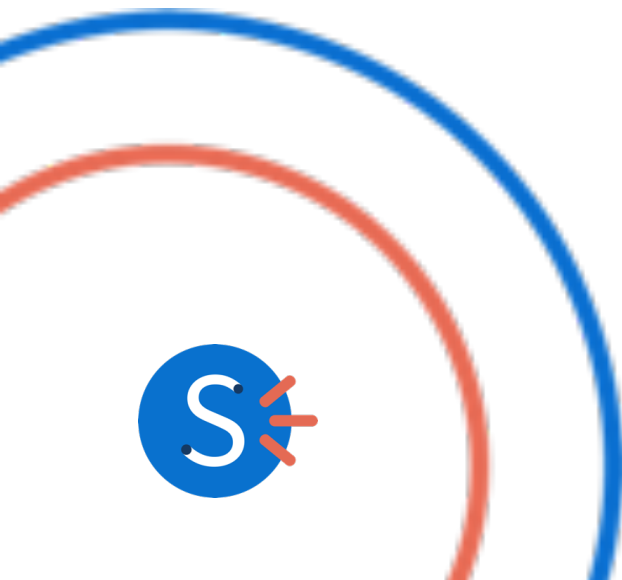
Dashboard

Google Analytics

Source Report Traffic Sources

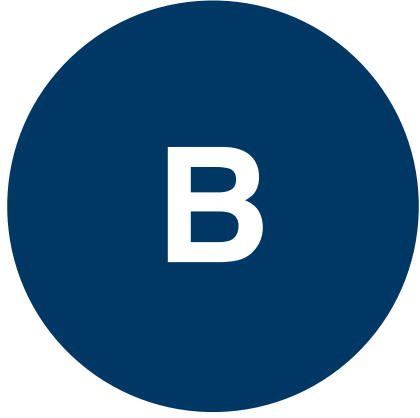
Bookings Report Bounce Rate

Facts! Possibilities!





Focus Areas: The ABC's



Audience & Acquisition

Behavior

Conversion

Mobile vs. Desktop

Source/Medium

Landing Pages

Bounce Rates

Ecommerce Conversion Rate





A

Audience & Acquisition

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Operating System	Users	% Users
1. Macintosh	6,288	46.99%
2. Windows	5,681	42.48%
3. Android	3,220	24.14%
4. iOS	2,100	15.74%
5. Chrome OS	1,100	8.26%
6. Linux	800	6.03%





B

Behavior



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C

Conversion

Speaker
Video



Where Do You Stand?

Conversion Rates can **vary business** to business, but there are some baselines we can pull from to get an idea of site health and performance.

Avg Travel Conversion %

.4%

[littledata.io]

FareHarbor Avg?

3-5%

[FAREHARBOR]

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Define Your Goals





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“

*We knew that we had the potential and wanted to grow our online sales, but we didn't know where to start. With the help of FareHarbor and data reporting, we were able to pinpoint exactly where we wanted to focus and create steps to work **towards a better online experience for o***

*This helped us reach new heights as a “
business.*



Dean Calibraro
VP Sales & Marketing, Fly Shuttle Tours



A large orange circle containing the text "Speaker Video" in white.

Speaker
Video

Mr. Midnight

“I love Mr. Midnight because he’s not going to call you. It’s the middle of the night. He’s either making that booking in 60 seconds, or he’s not coming with you at all.”

- Max Valverde, FareHarbor CEO

Did You

Know?

83% of US adults prefer to book their travel online. [Condor]





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Messy Bookform



Start time is APPROXIMATE. Your tour guide will text you the morning of the tour to give you your exact pick up time.

Transportation & Contact info

Pick up location

Please let us know your desired pick up location with the name of the location & full address.

Street Address: 1234 Main St, Suite 100, San Francisco, CA 94102. If you are unsure of the exact address, please let us know you will meet your tour guide at the location.

What is the best phone number to reach you on the day of the event?

If you have a preferred way we can reach you, please let us know on the day of the event.

Are you ready? If not, what does it mean for you to "messy" this thing?

Additional info

Special needs:

Prepaid Gift Card:

How did you originally hear about us?

Are you celebrating a special event?

Additional info

Special needs:

Prepaid Gift Card:

How did you originally hear about us?

Are you celebrating a special event?

Implement & Track for Success



New Bookform

Activity Info

\$20 Please click here to include a gratuity for your tour guide (industry standard 20% per person). For parties of 3 or more please select this box.

What is the best phone number to reach you on the day of the event?

U.S. cell phone preferred as we will be texting you your pick up time on day of tour.

Are you with a group that has booked separately from this order? If so, please give us their last name(s).

Additional Info

Where are you staying? (Not Required)

Please include address of hotel/residence where you are staying

Customer Comments

Any additional notes or requests for San Diego Beer, Wine & Spirits Tours?

I acknowledge that I have read, and agree to, the following policies below:

I have read, and agree to, the Safety Procedures and Protocol

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Beer & Spirits Tours

Example

The small numbers matter too! .60% to 1.43% is a huge win!

Idea

We want to include fields that encourage engagement! Listing general info is often better suited for a confirmation or follow up email.

Speaker Video



Ecommerce Conversion Rate

138.99%

1.43% vs 0.60%





Q

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over
uanity



Adjust Accordingly 



What Changes for My Business?



Content Cleanup

Information overload on your site and in the book form can lead to shorter sessions and higher bounce rates.



Make It Easy to Convert!

Do customers have to search to find how they can complete a booking?



Bookability

Is your trip available online up to event start/day of?



Segmentation

Presentation matters!

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Segmentation Opportunity



General Admission
All Ages - 3 Hours - Pumpkin Patch and Hay Ride

Buy



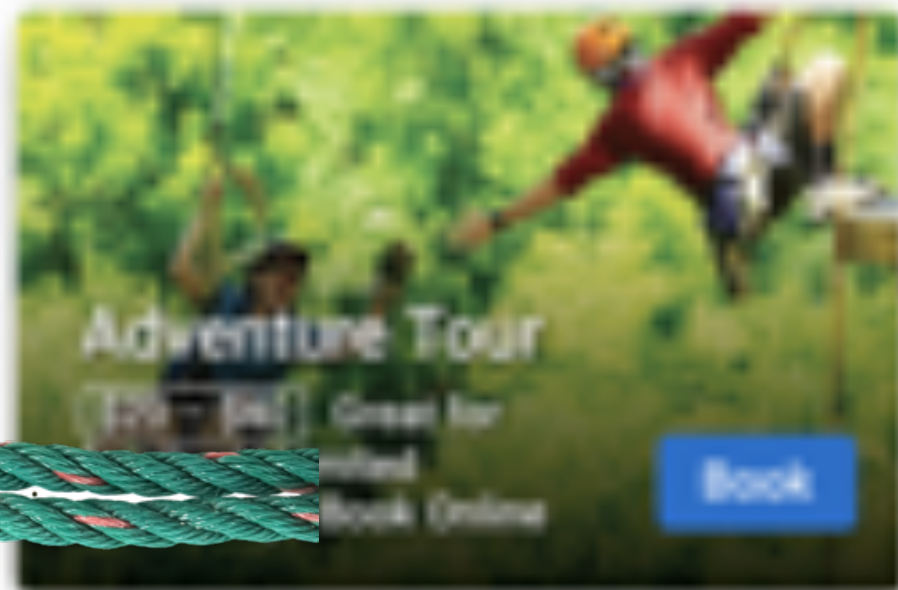
Sailing Tour
(Tue - Sun) Great for Impresarios (Sells out quickly) | Starting at \$49

Book



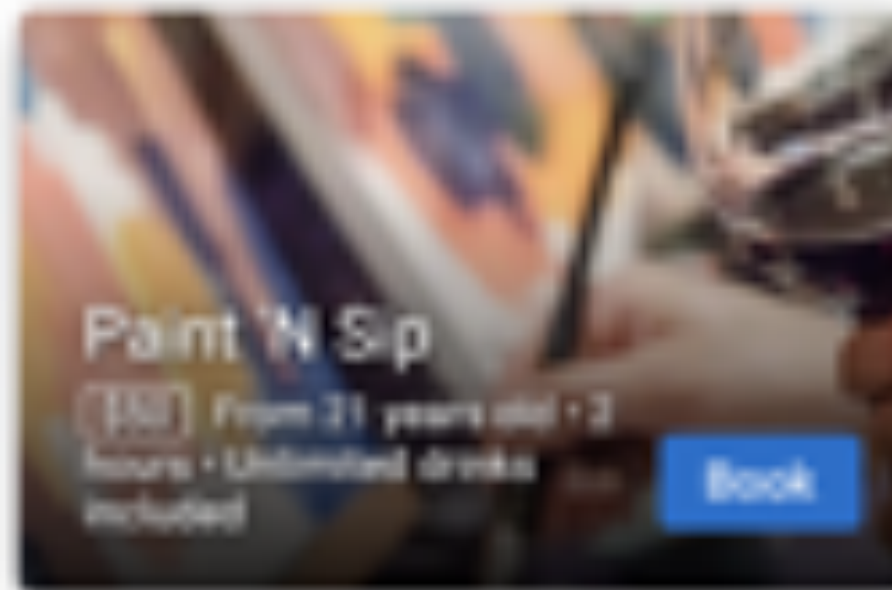
Sunset Tour
(Tue - Sat) Watch the Sunset | Starting at \$39

Book



Adventure Tour
(Tue - Sat) Great for Impresarios | Book Online

Book



Paint N Sip
(Tue) From 21 years old • 2 hours • Unlimited drinks included

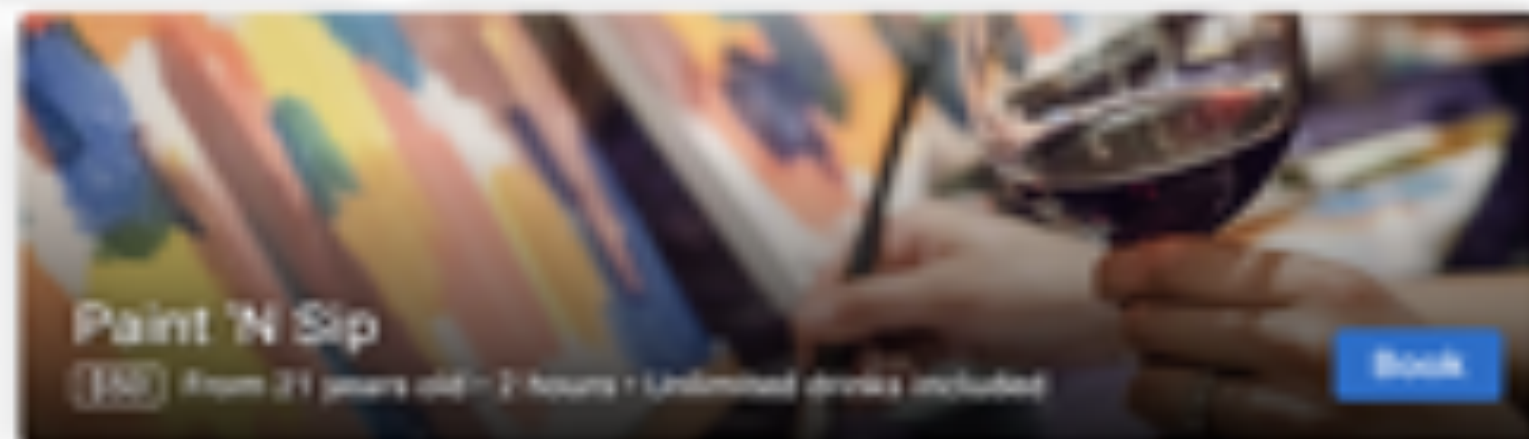
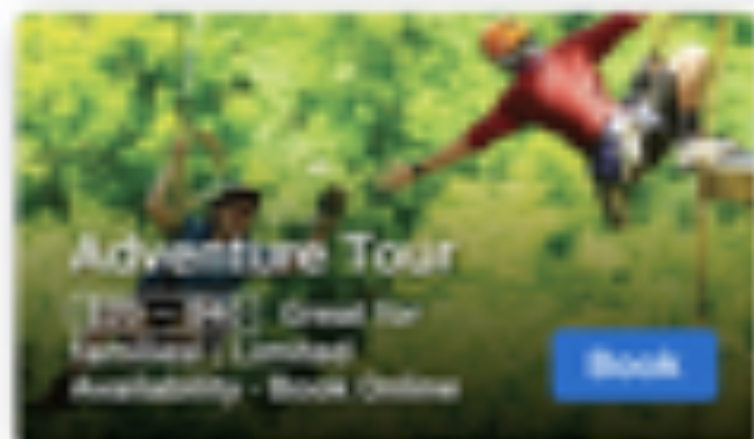
Book

Speaker Video



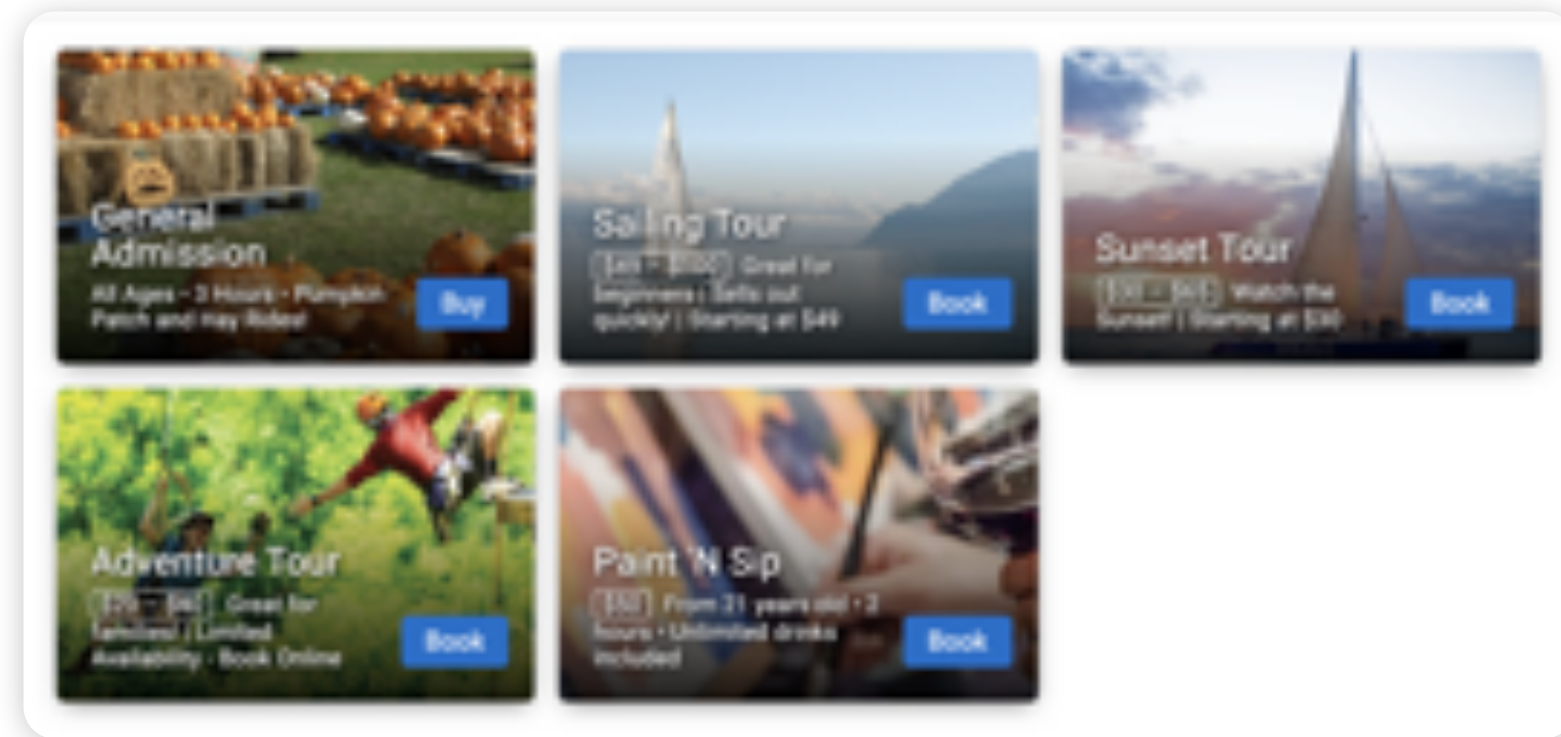
Booking Flow Revamp

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Small Changes, Big Results!

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1 Implement the change!

2 Give it some time

3 Dive in to reports!



“Three months is always a good baseline to see the full value of updates! Some updates may take longer to have realized data come through that shows off successes/changes.”



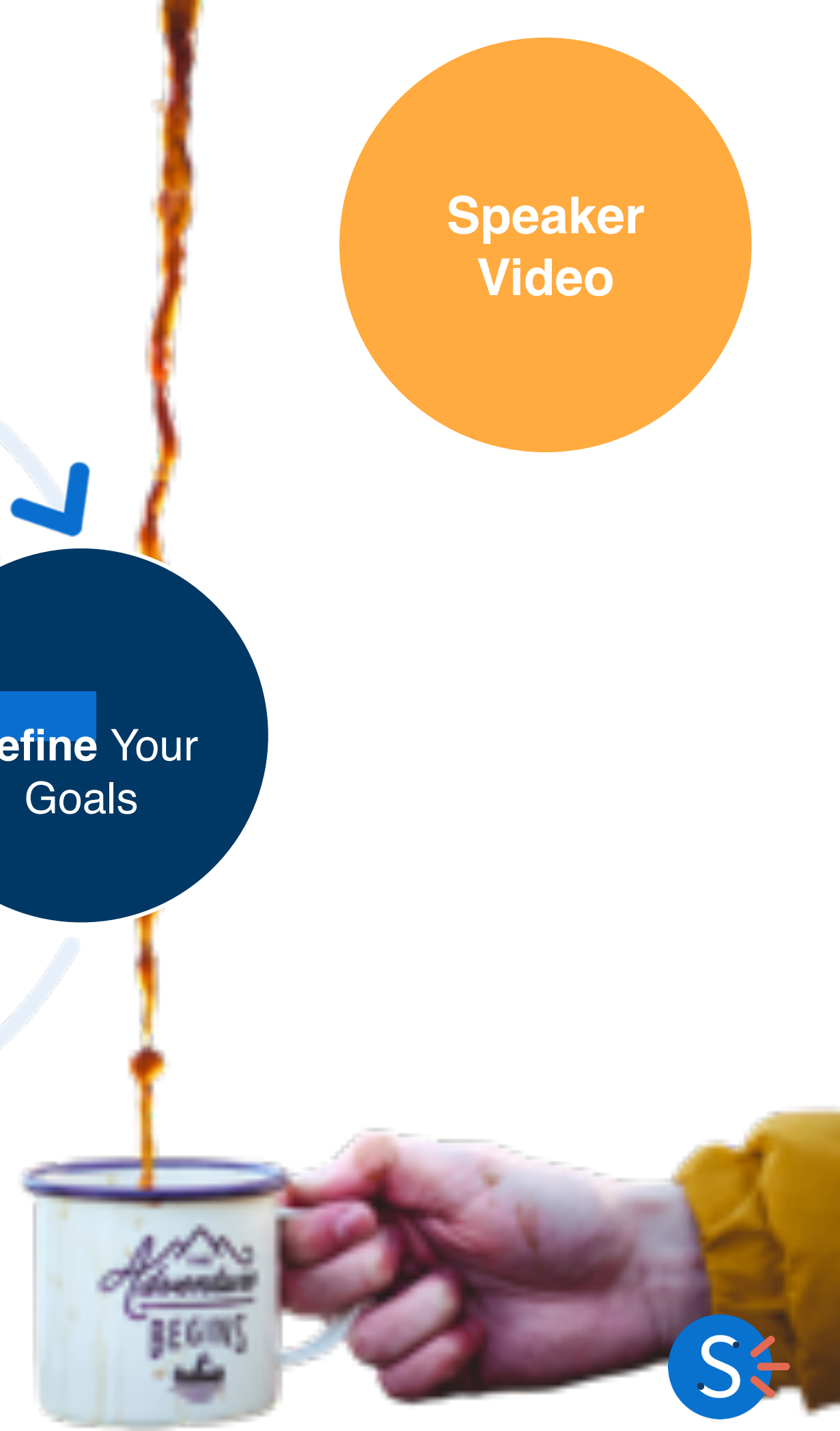
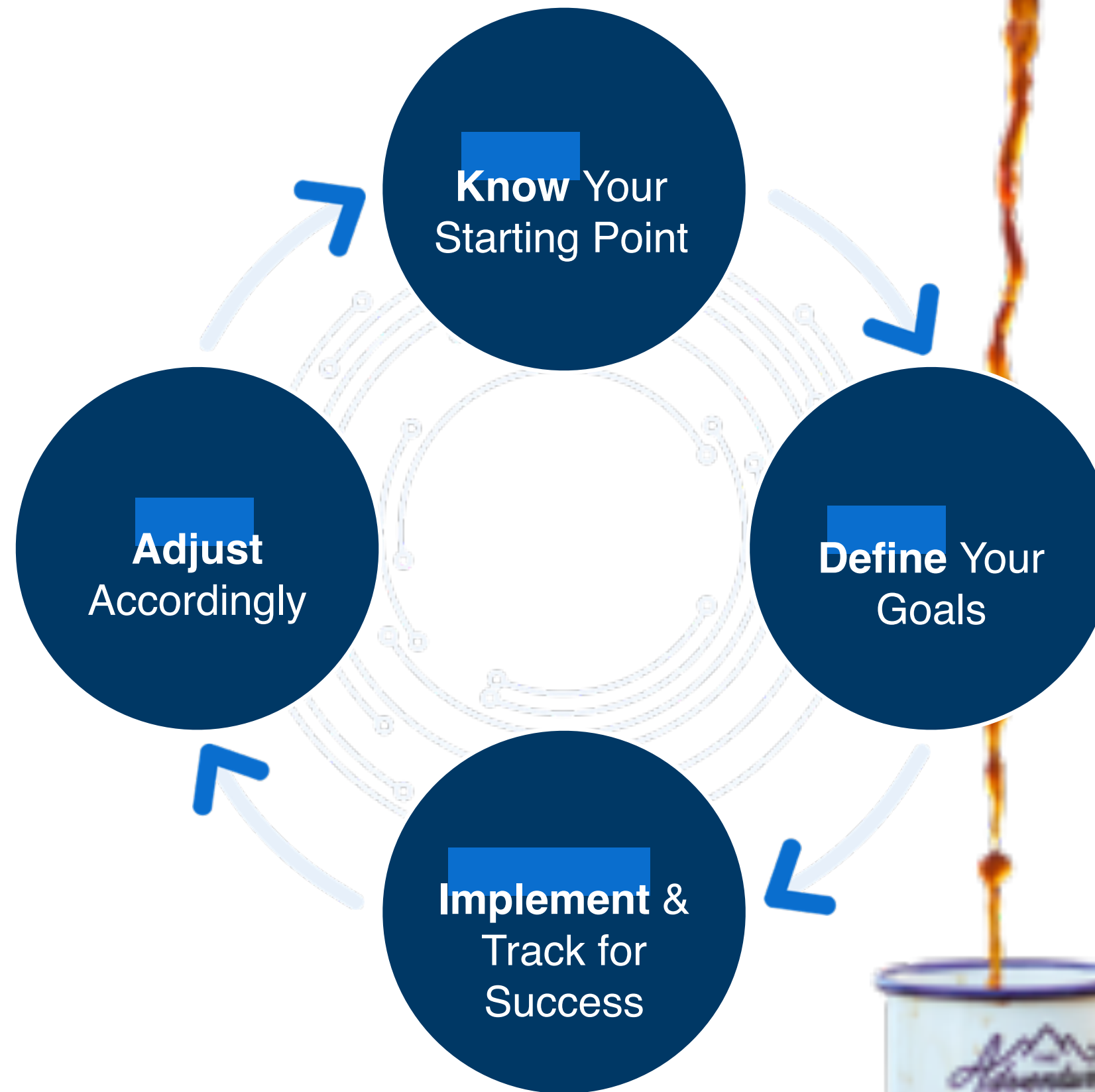
Data is Always changing

Speaker
Video



Recap!

Remember your steps!



Thank You 

