

FAREHARBOR

SPARK 

 VIRTUAL 2022 



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STRATEGIC PARTNERSHIPS FareHarbor





USING DATA

TO UNDERSTAND

YOUR CUSTOMER

“

Information is the oil of the 21st century,
and analytics is the combustion engine.

”



Peter Sondergaard

Global Head of Research, Gartner



THE AGENDA



- Importance
- Tools of the Trade
- Application

What's in it for *YOU*?

1

Customer loyalty

2

Streamlined business

3

Revenue growth

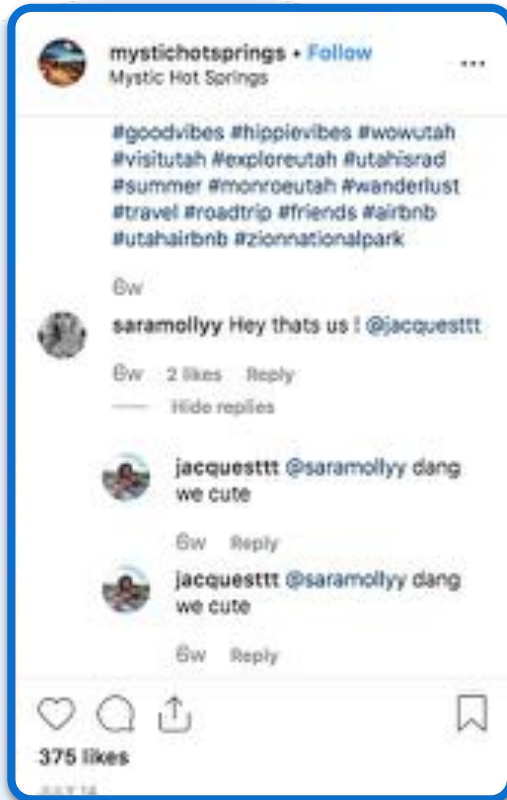




**What tools & resources
should you use?**



Customer *INTERACTIONS*



Booking *FL*OWS

The screenshot displays the Radius Tours website interface. At the top left is the Radius Tours logo. At the top right is a search bar with a calendar icon, the text "Search by date", and a magnifying glass icon. Below the search bar are five tour cards arranged in a grid. Each card features a representative image, the tour title, key details, and a "Book" button.

Tour Name	Starting Price	Duration	Other Details	Action
Neuschwanstein Castle Tour	57€	10 Hours	Best Seller!	Book
Dachau Concentration Camp Memorial Site Tour	33€	5 Hours	Most Popular • Ages 14+	Book
3rd Reich Tour	21€	2.5 Hours	Walking Tour	Book
Munich Bike Tour	31€	3 Hours	April - October • Ages 6+	Book
Bike Rentals	-	-	One to seven day bike rentals available!	-



Custom *FIELDS*

Check this box if anybody in your party has any dietary restrictions.

Please, specify dietary restrictions

Automated *FOLLOW UP*



[Review us on TripAdvisor](#)



[Review us on Google](#)



[Like us on Facebook](#)



[Follow us on Instagram](#)



Booking REPORTS

In the **Reporting** section of **FareHarbor**, you will find more than 7,000 indicator points, which will allow you to run over 10 million different reports.

Report type: Advanced reports help | Suggested reports | Saved reports | Share | Print

Bookings

Filter bookings: This Month (01/01/2021 - 01/31/2021) | Report on: Availability date

Cancelled Status: uncanceled, canceled + 80 paid

Group by: Find group

- Source
- Item
- Contact Language
- Paid Status
- Affiliate
- Availability
- Agent
- Desk

Report generated as of a few seconds ago | Generate

Summary report | Detailed report

Summary: Detail | All

Find columns

Booking columns: Source, Item, Status

- # of Bookings
- # Cancelled
- # Subscribed to text messages
- # Subscribed to Email

Source	Item	Public Headline	Initial	Total Tax	Total	Total Paid	Processing Fees	Total Paid after Processing Fees	Payable to Affiliate	Receivable from Affiliate		
Online	Adventure Tour		2,72	47,28	49,00	48,00	42,06	477,94	60,00	40,00		
	Boat Rental	English (UK)	1	1	4227,27	422,73	4350,00	4350,00	45,88	4344,28	40,00	40,00
	Sunset Tour	English (UK)	2	18	4485,69	437,31	4443,50	4443,00	410,35	4432,65	40,00	40,00
		French	1	5	4156,44	414,56	4171,00	4171,00	64,06	4146,94	40,00	40,00
Direct	Adventure Tour	English (UK)	7	18	4472,64	447,32	4320,00	4320,00	40,00	4310,00	40,00	40,00
	General Admission	English (UK)	2		40,00	40,00	40,00	40,00	40,00	40,00	40,00	40,00
	Sunset Tour	English (UK)	3	18	4399,42	434,58	4434,00	4434,00	43,82	4430,18	40,00	40,00
Network	Adventure Tour	English (UK)	1	2	454,54	43,44	492,00	490,00	40,00	440,00	435,00	40,00

Need help? Learn about working with reports and important terms.

- Overview
- Payments & Refunds
- Invoices
- Contacts
- Advanced
- Sales
- Bookings
- Customers
- Custom Field Answers

BOOKINGS CREATED

LAST 7 DAYS

10

- Online: 3
- Direct: 6
- Affiliate: 1

REVENUE COLLECTED

LAST 7 DAYS

€6,121.00

- Credit card: €1,585.00
- Affiliate (referral): €11.00
- Cash: €430.00
- Bank Transfer: €4,095.00

Online | Direct | Affiliate

Online bookings

3 online bookings

1/4/21 | 1/5/21 | 1/6/21 | 1/8/21 | 1/9/21 | 1/11/21 | 1/13/21

NEXT PAYOUT

€146.10

To be paid on 1/13/21

POPULAR ITEMS

- Tour de Barco: 41
- Tour a Adaga com Press de Vinhos: 18
- Tour Aventura: 2

Ranked on available items in the last 7 days



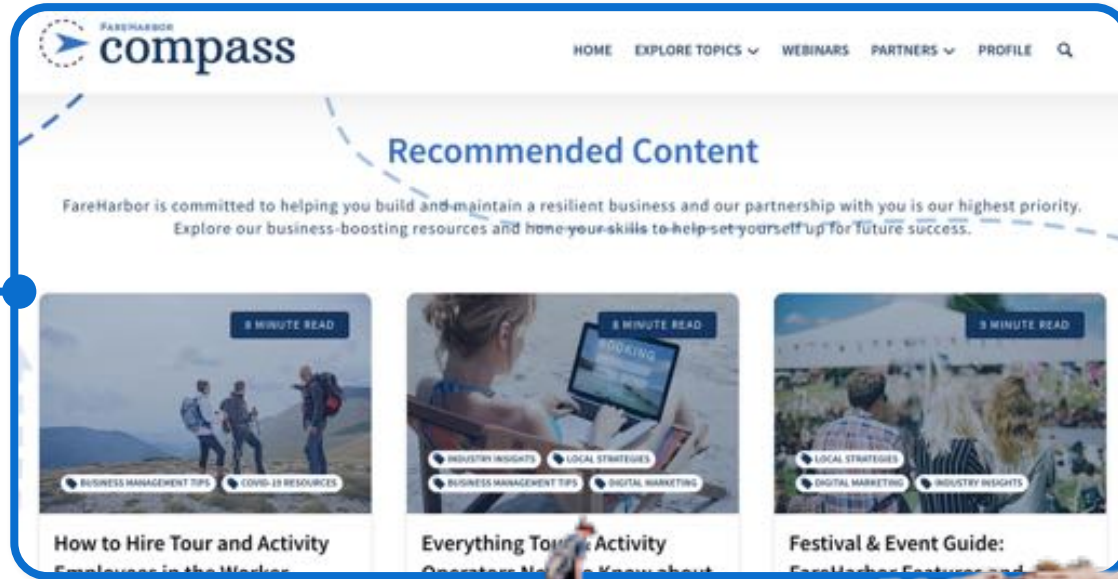
Google ANALYTICS

The screenshot displays the Google Analytics interface. On the left is a navigation menu with categories like Overview, Audience, Acquisition, Behavior, and Conversion. The 'Landing Pages' item is highlighted. The main content area shows a table of landing page data. A white box highlights a row in the table, and a blue line connects this row to the 'Landing Pages' menu item.

Page	Pageviews	Visits	Time on Page	Goal Completions	Conversion Rate	Goal Value	Goal Conversion Rate
1. Home Page	100	50	1:30	10	20%	\$100	20%
2. About Us	80	40	1:15	8	20%	\$80	20%
3. Services	120	60	1:45	12	20%	\$120	20%
4. Contact	60	30	1:00	6	20%	\$60	20%
5. Privacy Policy	40	20	0:45	4	20%	\$40	20%
6. Terms of Service	30	15	0:30	3	20%	\$30	20%
7. Blog	200	100	2:00	20	20%	\$200	20%
8. News	150	75	1:30	15	20%	\$150	20%
9. Press	100	50	1:15	10	20%	\$100	20%
10. Partners	50	25	0:45	5	20%	\$50	20%



FareHarbor COMPASS



The screenshot displays the 'Recommended Content' section of the FareHarbor COMPASS website. At the top left is the 'compass' logo with a compass icon. The navigation menu includes 'HOME', 'EXPLORE TOPICS', 'WEBINARS', 'PARTNERS', 'PROFILE', and a search icon. The main heading is 'Recommended Content', followed by a paragraph: 'FareHarbor is committed to helping you build and maintain a resilient business and our partnership with you is our highest priority. Explore our business-boosting resources and hone your skills to help set yourself up for future success.' Below this are three content cards, each with a '3 MINUTE READ' badge and a list of tags.

Recommended Content

FareHarbor is committed to helping you build and maintain a resilient business and our partnership with you is our highest priority. Explore our business-boosting resources and hone your skills to help set yourself up for future success.

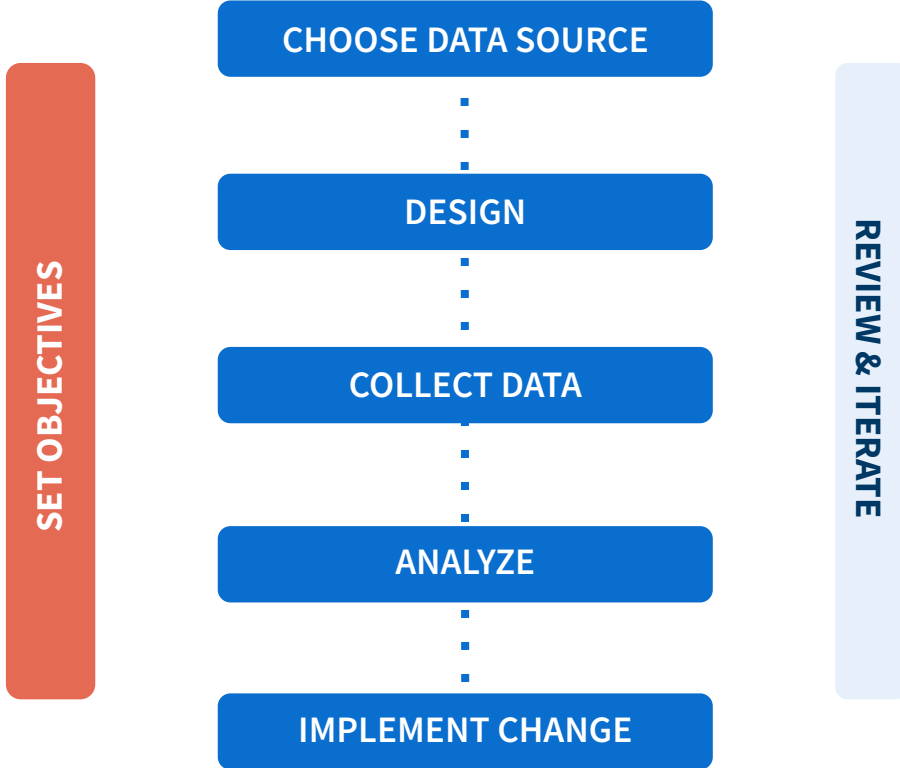
- How to Hire Tour and Activity Employees in the Worker**
Tags: BUSINESS MANAGEMENT TIPS, COVID-19 RESOURCES
- Everything You Need to Know about**
Tags: INDUSTRY INSIGHTS, LOCAL STRATEGIES, BUSINESS MANAGEMENT TIPS, DIGITAL MARKETING
- Festival & Event Guide: FareHarbor Features and**
Tags: LOCAL STRATEGIES, DIGITAL MARKETING, INDUSTRY INSIGHTS





**How to apply this to
your business?**





Setting Objectives



Grow Revenue



**International
Customers**



Mobile Users



WHO

Focusing on the right customer

Baby Boomers

\$7K

Will spend double
the amount that
millennials do

[SKIFT]

Millennials

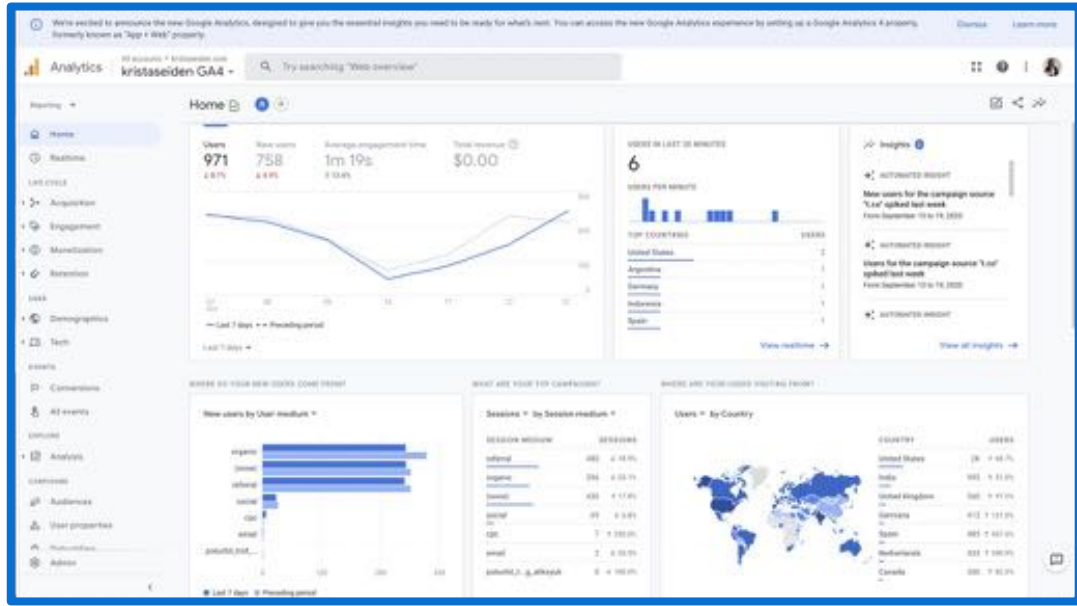
6 trips

More stamina for
trips, almost 3x baby
boomers

[SKIFT]



Choose DATA Source



CHOOSE DATA SOURCE

DESIGN

COLLECT DATA

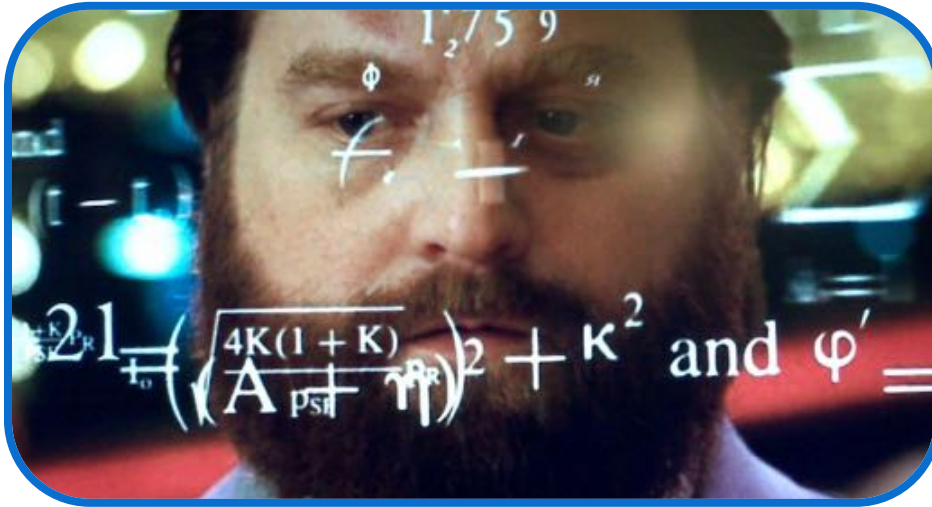
ANALYZE

IMPLEMENT CHANGE



Design

Since these are changes that **will impact your team**, consider how you can design an experiment **with minimal disruptions**.



CHOOSE DATA SOURCE

DESIGN

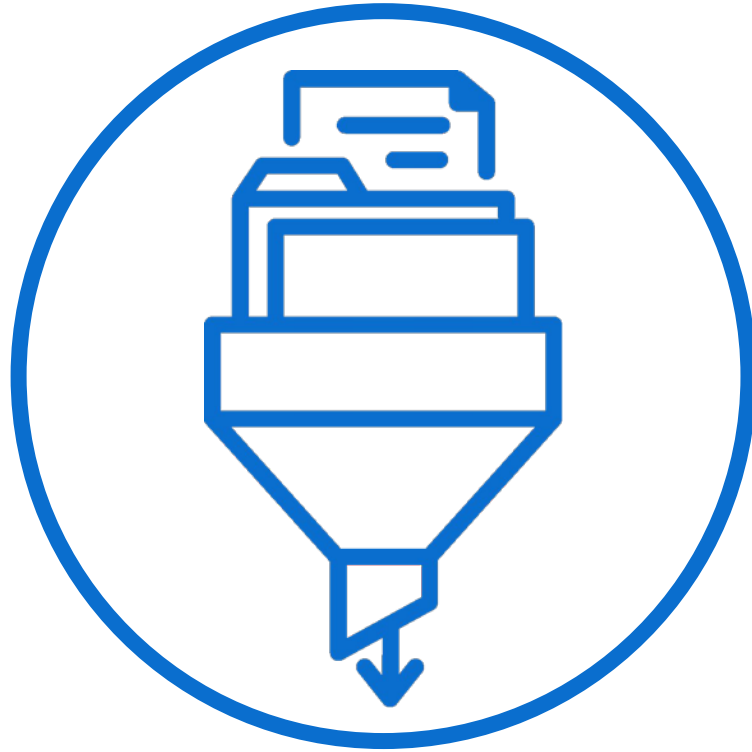
COLLECT DATA

ANALYZE

IMPLEMENT CHANGE



Collect DATA



CHOOSE DATA SOURCE

DESIGN

COLLECT DATA

ANALYZE

IMPLEMENT CHANGE



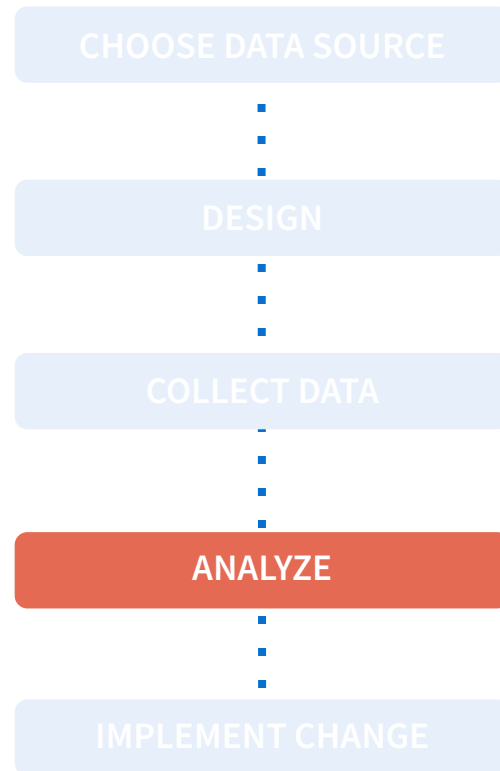
Analyze

CONSIDER THIS

A FareHarbor client was considering **shifting their marketing strategy** to focus on **German** customers.

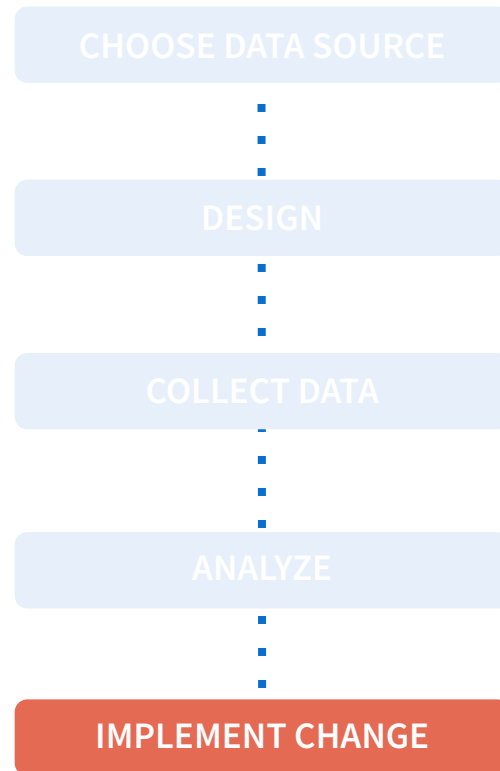
What tipped her off was a **spike of customers** visiting her website from Germany.

Now what?



Implement *CHANGE*

1. **Enabled SOFORT & Paypal**
2. **Added German translations** to website & dashboard
3. **Connected with German market** affiliates



Review & *ITERATE*

Not like this...



...instead like this!



To *RECAP*



Set An Objective



**Understand Your
Resources**



Experiment

THANKS 

