

**Title A: Shape Yield and Pricing Strategies Around Customer Behaviour**

Subtitle: *Transform web analytics into customer analytics.*

**Title B: Customers' Online Habits Can Inform Yield Strategies and Profitability**

Subtitle: *Shape your strategies around online purchasing behavior using analytics.*

**Title C: Use Analytics to Shape Yield Strategies and Increase Profitability**

Subtitle: *Glean insights on your customers through Google's Web Analytics.*



Almost everyone already understands the usefulness of web analytics.

It's part of the standard online toolkit companies around the world use every day. But are they all getting the most *value* out of their analytics?

On the surface, web analytics gives you a great deal of fascinating data about your users. But if you don't progress past the dashboards and topline reports and start mining data using segments and the analytics API, you are missing out on gains in profit and operational efficiency. This gains can only be made by surfacing strategies around consumer behavior.

This task – transforming user data into a meaningful action plan – is what separates casual users of analytics platforms from marketing industry users of analytics. Whilst useful, there is much more to web analytics than reporting, measurement, and conversion optimization.

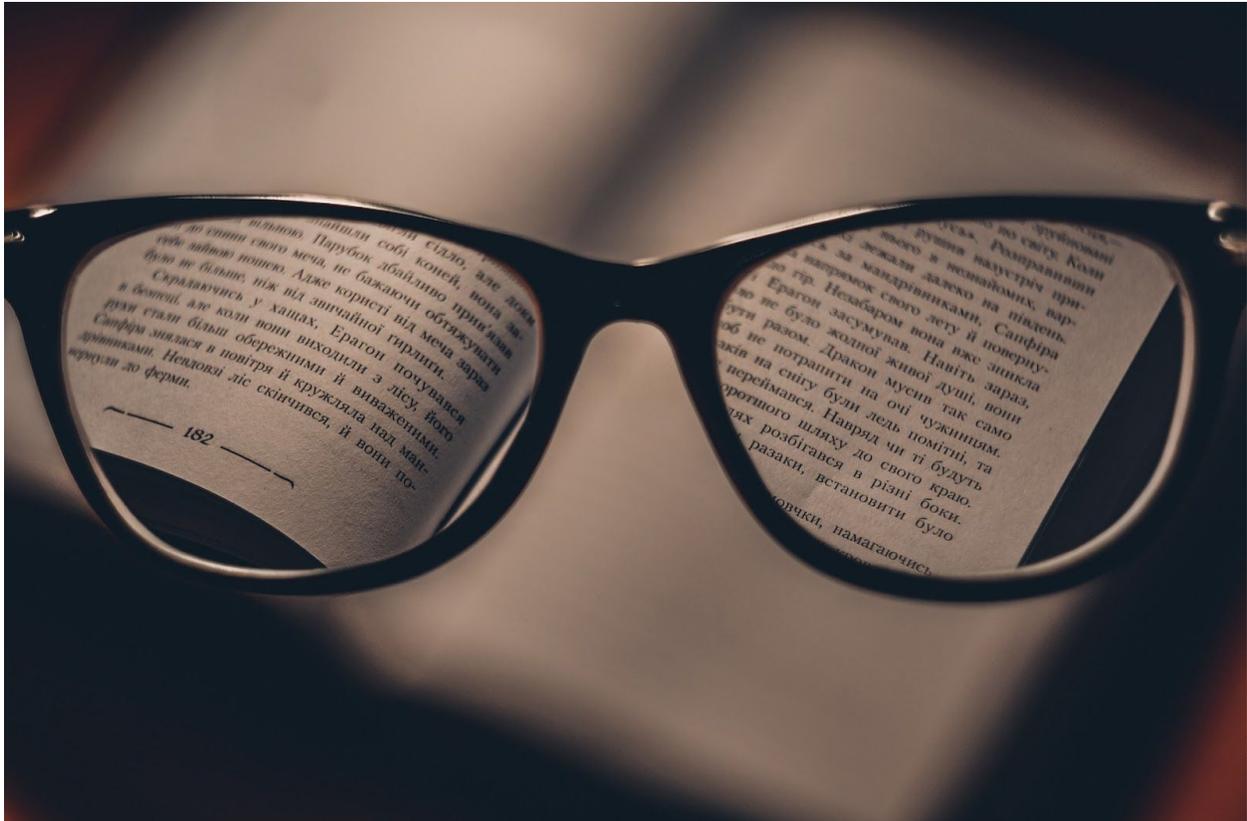
## What Story Are Performance Indicators Really Telling?

One of the most useful and intuitive ways to approach analytics data is to imagine the data tells a story. Patterns in the data represent crucial moments in that story, and *those* are the moments you want to focus on during analysis.

Phil Green, author of [\*misLeading Indicators: How to Reliably Measure Your Business\*](#), warns that when measuring business performance, the numbers simply can't tell the whole story themselves. This is as true with opinion polls and corporate risk metrics as it is with web analytics data.

In order to accurately predict customer behavior and design yield as well as pricing strategies that speak to those customers' needs, you need to get to the bottom of *why the numbers are the way they are*, and craft strategies to match.

Benchmarking audits hold the key to identifying patterns in web analytics data and bringing them into focus.



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## Case Study – Benchmarking Audit of P&O Cruises

To showcase how benchmarking audits can derive value from Google web analytics data, let's examine how Deepend helped P&O Cruises maximize occupancy and ticket sale profit for its cruise line-up.

First, Deepend began measurement of key performance indicators on P&O Cruises' website and output custom dashboards showing seasonal variation in cruise booking. The indicator that seemed to carry the most important message was seasonality of booking splits by cruise type.

Some cruises were consistently being booked up to a year in advance, while others filled up only a few short weeks before the departure date – if they filled up at all.

Our benchmarking audit provided the data we needed to form a comparison between these cruises. What were the differences between them, and how could P&O Cruises solidify their presence in the tourism industry using this data?

## Linking Figures to Customer Behaviours

The *eureka* moment didn't come from the numbers themselves – because the numbers can never tell the whole story. It was by understanding how those numbers *fit* into customer behaviors and attitudes that we were able to help the company shape its pricing and yield strategy and generate improvement in ticket sales across the board.

What we found was that the numbers coincided with a general sentiment Australians have – that South Pacific cruises are plentiful and can, therefore, be planned reasonably close to the departure date. It was only for cruises connected to special events like [the Melbourne Cup](#) that saw bookings sell out far in advance.

Australians' purchase behaviors are entirely different depending on the length and destination of individual cruises. As a result, the pricing strategy P&O Cruises uses to sell tickets for upcoming trips has to accommodate its customers' expectations.

Our reporting suggested that making changes to the yield strategies of individual cruise lines based on the factors customers care about would massively increase the profitability of cruises across the range.

This insight – a cultural attitude shared by a majority of Australian cruise ship passengers and expressed in figures available through Google web analytics – inspired P&O Cruises to overhaul its yield strategy. Instead of trying to push unprofitable cruise lines to potential passengers, the company could now focus more resources on established patterns in customer behavior.

Consequently, the company changed its approach to media planning and gave priority to promoting cruises that aligned with customer expectations. As a result, occupancy surged – and so did profits.

*Are you ready to dive into your web analytics data to glean insights on customers' online purchasing behavior? Contact Deepend's marketing technology experts to find out more.*