



HRS

HRS eases booking process for business travel



dynamic yield



Leading travel service delivers personalized recommendations for audiences at various stages of the booking process, sees a significant uplift in RPU

Summary

As one of the top-three hotel portals in Europe, HRS has become a leader in travel for both personal and business travelers. Since 1972, the company has been providing a corporate booking solution to simplify the planning process, finding the best accommodations for customers and servicing over 3,000 multinational corporations globally.

But knowing business travelers are limited in their choices, to better address each user's intent and needs, HRS turned to Dynamic Yield to personalize the booking process. And after experimenting with a set of new recommendation strategies on the homepage, the team was able to optimize its listings for audiences at various stages of the funnel, generating significant uplift in revenue per user.

Results

Significant uplift in revenue per user after personalizing the homepage recommendations for booking abandoners

Boosted revenue per user for specific target audiences by up to

2.5%

“At HRS, our main goal is to take the unnecessary work out of business travel. By partnering with Dynamic Yield, we’ve been able to ease the booking process, connecting travelers with the accommodations that best suit their distinct needs and preferences. We couldn’t be happier with the impact it’s had, especially on customer loyalty.”

Ulrike Thunack, eCommerce & Audience Experience at HRS

Challenge

Because business trips are typically pre-determined, tech-savvy business travelers tend to simply go through the motions of booking, making it difficult to influence the decision-making process. To encourage greater engagement during accommodation selection, HRS was looking to amplify the impact of its homepage by:

- Displaying results based on user affinity
- Expediting the booking process by serving recommendations
- Providing a unique journey for audiences at different stages of the funnel

That's when they turned to the recommendation engine and personalization capabilities of Dynamic Yield.

Execution


Urged visitors to complete a booking with recommendations based on previously viewed hotels

Hoping to influence those earlier in the decision-making process, HRS targeted visitors that viewed specific hotel detail pages but did not initiate the booking process. Recommendations included previously viewed listings, and despite not knowing this audience's travel dates or destinations, the strategy managed to drive an uplift of up to 2.5% in revenue per user for specific target audiences, in addition to a significant increase in impressions.

Homepage recommendations for users who viewed a hotel detail page within the last 30 days


The screenshot shows the HRS homepage. At the top, there's a navigation bar with links like 'Deals & Angebote', 'HRS Produkte', 'Geschäftsreise', 'Gruppen', and 'Ändern & Stornieren'. Below this is a search bar with fields for 'Suche' (e.g., Ort, Hotel, Region, Adresse, PLZ), 'Anreise' (21.10.19), 'Abreise' (22.10.19), and 'Reisende'. A large banner on the right promotes 'Clever sparen mit den HRS Deals. Top Hotels 50% günstiger.' with a 'Zu allen Deals >' button. Below the banner, there are three icons: 'HRS Preisgarantie mit Geld-zurück-Versprechen', 'Stornierung kostenlos bis 18 Uhr', and 'Über 850.000 Unterkünfte weltweit'. The main section is titled 'Zuletzt betrachtete Hotels' and contains four hotel recommendations, each with a star rating, hotel name, location, and price per night. The recommendations are: Hansablick Garni (Berlin, 3 stars, Ab 89€ pro Nacht), ibis Hamburg City (Hamburg, 3 stars, Ab 81€ pro Nacht), Hôtel Mercure Paris CDG A... (Roissy-en-France, 4 stars, Ab 122€ pro Nacht), and ibis Paris Alésia Montparn... (Paris, 3 stars, Ab 160€ pro Nacht).

Hotel	Rating	Location	Price per Night
Hansablick Garni	3 stars	Berlin, Flotzweg 6 DEU	Ab 89€
ibis Hamburg City	3 stars	Hamburg, Amalienstrasse 3 DEU	Ab 81€
Hôtel Mercure Paris CDG A...	4 stars	Roissy-en-France, Roissy-Plaza Ouest ...	Ab 122€
ibis Paris Alésia Montparn...	3 stars	Paris, 49, rue des Plantes FRA	Ab 160€


An aerial photograph of a city skyline at night, featuring numerous illuminated skyscrapers. The most prominent building on the left is a tall, dark skyscraper with a distinctive spire. The city lights create a vibrant, colorful scene against the dark sky.

HRS's strategy managed
to drive an uplift of up to
2.5% in revenue per user for
specific target audiences,
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increase in impressions.

In order to recover users that started the booking process within the last 14 days, but ultimately abandoned, HRS began serving homepage recommendations based on recently viewed hotels. Tested against a control group with no homepage recommendations, providing cart abandoners with quick access to hotels they had already shown an interest in resulted in a notable uplift in revenue per user. And upon analyzing the audience more deeply, HRS found the strategy worked especially well for logged-in users, a valuable insight their team can use to inform future tests.


HRS

[Deals & Angebote](#)
[HRS Produkte](#)
[Geschäftsreise](#)
[Gruppen](#)
[Ändern & Stornieren](#)


 Anmeldung bei myHRS

+1 866 8399731

Hotels

Ferienwohnungen

Suche

Berlin (Berlin)

Anreise

25.10.19

Abreise

26.10.19


Reisende

Bitte wählen

Weitere Suchkriterien

Grund der Reise
☐ Geschäftsreise ☐ Urlaub

Jetzt suchen



Immer den günstigsten Preis sichern – auch nach der Buchung
MIT HRS Rebooking
 NEU!


Mehr erfahren >


NEU! HRS Rebooking


Betten sammeln

All-in-one Portal

HRS Deals


HRS Preisgarantie mit Geld-zurück-Versprechen


Stornierung kostenlos bis 18 Uhr


Über 850.000 Unterkünfte weltweit


Zuletzt betrachtete Hotels

Sichern Sie sich jetzt mit einem Klick Ihr gewünschtes Zimmer.

★★★★ HRS-Sterne

Maritim Berlin

Berlin, Stauffenbergstraße 26 DEU

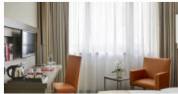


Ab 113€ pro Nacht

★★★★ HRS-Sterne

Seminaris Hotel Hauptbahnhof

Berlin, Katharina-Paulus-Str. 5 DEU




Ab 132€ pro Nacht

★★★★ HRS-Sterne

Good Morning Berlin City ...

Berlin, Kögelstr. 12 - 13 DEU




Ab 54€ pro Nacht

★★★★ HRS-Sterne

Seminaris CampusHotel

Berlin, Takustr. 39 DEU



Ab 119€ pro Nacht

After experimenting with a set of new recommendation strategies on the homepage, HRS was able to optimize its listings for audiences at various stages of the funnel, generating significant uplift in revenue per user.







Re-engaged past bookers with recommendations based on previously booked hotels

Targeting desktop visitors who booked a hotel at least twice in the last 30 days, the team served recommendations above-the-fold, providing quick access to preferred hotels. In doing so, HRS saw uplifts in revenue per user and discovered this audience is not very price-sensitive, booking hotels based on personal preference over cheaper alternatives.

*Homepage recommendations for users who booked at least twice
in the last 30 days*

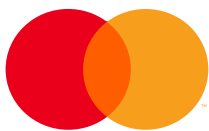
The screenshot shows the HRS homepage. At the top, there's a navigation bar with 'HRS' logo, 'Deals & Angebote', 'HRS Produkte', 'Geschäftsreise', 'Gruppen', and 'Ändern & Stornieren'. A red banner on the right says 'Kundenservice 24/7 +1 866 8399731' and 'Anmeldung bei myHRS'. Below the navigation bar is a search bar with 'Hotels' and 'Ferienwohnungen' tabs. The search bar has fields for 'Suche' (with a placeholder 'z.B. Ort, Hotel, Region, Adresse, PLZ'), 'Anreise' (14.10.19), 'Abreise' (15.10.19), and 'Reisende' (Bitte wählen). There are also links for 'Weitere Suchkriterien' and 'Grund der Reise' (Geschäftsreise, Urlaub). A blue button says 'Jetzt suchen'. To the right of the search bar is a large red banner with the text 'Wir belohnen Ihre Treue: Jetzt Betten sammeln & Hotelgutschein sichern mit myRewards'. Below this banner are buttons for 'NEU! HRS Rebooking', 'Betten sammeln', 'All-in-one Portal', and 'HRS Deals'. Below the search bar and banner is a section titled 'Zuletzt von Ihnen gebuchte Hotels' with the subtitle 'Sichern Sie sich jetzt mit einem Klick Ihr gewünschtes Zimmer.' This section contains four hotel recommendations, each with a star rating, hotel name, address, a photo, and a price per night:

★★★★★ HRS-Sterne	★★★ HRS-Sterne	★★★ HRS-Sterne	★★★★★ HRS-Sterne
The Ritz-Carlton Hotel de L...	Les Nations	des Horlogers	Swiss Luxury Apartments
Genf, Quai du Mont-Blanc 11 CHE	Genf, 62, rue du Grand-Prie CHE	Genf, Route Saint Julien 135 CHE	Genf, Rue Philippe-Plantamour 6 CHE
			
Ab 650€ pro Nacht	Ab 167€ pro Nacht	Ab 122€ pro Nacht	Ab 454€ pro Nacht

Looking ahead, the company plans to run a larger test, widening this audience segment to one booking per 30 days, in addition to optimizing the order of search results, displaying previously booked hotels first to urge repeat bookers to quickly convert again.

Key Takeaway

The decision-making process of business travelers is significantly different than that of the average consumer traveler. They often conduct little research and, instead, book accommodations based on familiarity and preferences. Realizing the user experience needed to be specifically tailored to this type of traveler, HRS partnered with Dynamic Yield to personalize the homepage, deploying a number of recommendation strategies to ensure a convenient booking process, ultimately generating significant uplifts in revenue per user, including a 2.5% boost for specific audiences.



dynamic yield

Dynamic Yield is an AI-powered Personalization Anywhere™ platform that delivers individualized experiences at every customer touchpoint: web, apps, email, kiosks, IoT, and call centers. The platform's data management capabilities provide for a unified view of the customer, allowing the rapid and scalable creation of highly targeted digital interactions. Marketers, product managers, and engineers use Dynamic Yield daily for launching new personalization campaigns, running server-side and client-side A/B tests, leveraging machine-learning for product and content recommendations, and employing algorithms for smartly triggered email and push notifications.

Request a Demo

dynamicyield.com | info@dynamicyield.com

