



# UNITED.COM

## UNITED.COM SEES INCREASED SITE TRAFFIC AND IMPROVED ONLINE AND OFFLINE CAMPAIGN TRACKING & PERFORMANCE WITH OPEN ADSTREAM® WEB ANALYTICS

### JOIN MILEAGE PLUS ACHIEVES 43% INCREASE IN COMPLETED TRANSACTIONS

#### United.com, Premiere Web site for UAL Loyalty

United.com is UAL Loyalty's primary Web property that integrates content with online promotions including travel bookings for flights, hotels, cruises, cars and vacation packages.

The airline industry has been pummeled by poor profits and consumer fear of terrorist attacks against the US. The industry as a whole has been on a bumpy course for the past several years, but has begun to experience a turnaround. In order for airline industry properties to continue revitalization, it is essential that their investment in marketing initiatives be profitable and achieve results.

#### Challenge: Optimizing Web Site Traffic to Uncover Hidden Opportunities

United.com sought to increase sales of online tickets, accurately track transactions, and implement a new program for low cost airfares. In order to achieve these goals, their Web analytics solution needed to enable them to:

- Obtain a holistic view into their Web site traffic and transactions in real time,

- Increase and optimize traffic to their site,
- Capture and retain customers,
- Track online and offline promotions,
- And most importantly generate additional revenue.

United.com is a complex Web site comprised of three separate online properties which include the static portion of United.com, an authentication property, and a booking engine which is supported by a 3rd party. Each of these properties required accurate tagging in order for United.com to obtain a holistic view of their entire Web site traffic from home page to completed booking transactions.

#### Open AdStream Web Analytics Selected for Quick Implementation, Ease of Use and Actionable Reporting

When seeking a Web analytics solution, United.com reviewed several options, but quickly determined that vendors utilizing outdated web server log files were not to be included in their final selection. Their brief introduction to Open AdStream convinced United.com that the analytics tool offered capabilities beyond those of other vendors. If United.com was able to obtain the level of data and tracking proposed by 24/7 Real Media, they believed they would be able to achieve their goals.

Despite the complex taxonomy required by the three separate Web properties, the 24/7 Real Media team tagged all of United.com's sites within a few days. Once implemented, United.com realized how quickly Open AdStream Web analytics allowed them to obtain the data they needed to make informed, rapid decisions. United.com's Jason Miller, said, "Open AdStream Web analytics

"With the data from 24/7 Real Media's Open AdStream Web analytics, we have been able to increase overall traffic to our Web site and optimize that traffic resulting in an increase in online booking and enhanced revenue for United.com."

– Jason Miller,  
Market Research  
and  
Business Analyst,  
United.com





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has significantly increased our ability to make effective business decisions, and I can't imagine making decisions without it. The data provided by Open AdStream Web analytics has quickly become integral to our online operations."

### Results:

#### Increased Web Site Traffic and Improved Online and Offline Campaign Tracking

United.com's Join Mileage Plus program consisted of a three-step transaction process in order to enroll in the program. Traffic had been dropping off during the transaction steps and United.com did not have the proper data to understand the issue impacting this process. With Open AdStream Web analytics, they were able to clearly see where traffic was dropping off, develop and test a hypothesis, and based on the findings, narrow their process to two-steps. These changes resulted in a 43% increase in the number of closed transactions. These results clearly proved the value of Open AdStream Web analytics, with United.com's online transactions.

24/7 Real Media has provided United.com with the ability to track online and offline promotions. The ability to track promotions right from launch has opened up new avenues for the entire organization. This feature was implemented during a radio advertisement launch. Utilizing unique URLs, United.com could clearly see the radio stations' call letters within the taxonomy tags and quickly optimize the radio advertisement segments to only those that achieved the highest response.

### Results: Enhanced Web Site Optimization

The data provided from Open AdStream Web analytics offered multiple areas for optimization on United.com's Web site:

- Identifying underutilized space and increasing real estate value,

- Tracking and optimizing traffic specifically through the "Fare Finder" portion of Web site,
- Enhance user friendliness and overall navigation of Web site,
- Ability to test hypothesis regarding Web site traffic and user navigation with real time comprehensive data

With Insight XE, United.com has been able to increase the number of visitors to their site, optimize online and offline promotions, as well as improve functionality and ease of use for visitors.

Jason Miller concludes, "Open AdStream Web analytics technology has allowed us to achieve our goals of increasing site traffic and optimizing navigation. We achieved early success with Open AdStream Web analytics and have been working to expand its usefulness throughout our organization. Satisfying our online customer is paramount, and having Open AdStream Web analytics at our immediate disposal then, is critical."

### About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

**24/7 Real Media:**  
**The Science of Digital Marketing.**

"Open AdStream Web analytics allowed us to conduct an objective pre-post test that was not possible before. Using the data we could clearly see where we could optimize our site and significantly increase the number of closed transactions,"

-Jerry Verghese,  
Manager,  
Strategic Insights

-Mileage Plus  
Customer Marketing.