

# A TALE OF TWO TRAVEL COMPANIES

## PROBLEM

Two travel companies were seeing significant performance issues with their websites (slow load times and security issues) and needed improvement before winter when the majority of travelers book their summer holidays.

## SOLUTION

Both companies implemented Ghostery MCM. One found over **50 distinct tags**, which created a page latency of close to 4 seconds. The other had several tags that were making unsecure calls, resulting in mixed content warnings.

## RESULT

Using Ghostery MCM, the first company cut 15 tags, resulting in pages that loaded on average almost 1 second faster - leading to 5% fewer abandoned sessions and a 1% increase in conversions. The other initiated a rigorous site data governance program to ensure strict load time standards and improved security.

## HOW TWO COMPANIES PROTECTED THEIR HOLIDAY BOOKINGS



“ **It is the best of times, it was the worst of times...**

Though profits have been high for airlines for the last several years due to low fuel prices, the challenges faced by travel companies at large have been substantial. With terrorism abroad and within EU borders, a less than stable economy, and increasing competition, there are challenges for both new and incumbent players.

Right alongside these trials have been a proliferation of technological innovations and solutions, including in digital marketing. Some of the world's largest brands rely on Ghostery to help optimise and monitor their 3rd-party website technology stack, which, if neglected, can cause security and performance issues.

## AN ARRAY OF CHALLENGES

Ghostery recently worked with two major players in the travel industry - an EU Airline and a global travel company based in the EU - that faced similar issues. We often see friction between eCommerce and WebOps teams over tags. It's an intersection where marketing technology can fall between direct lines of ownership, impede performance, and, when there is pushback from IT, limit the effectiveness of marketing campaigns.



Take for example the major EU airline. This company, which prides itself on serving all of Europe across an extensive network of flights, noticed a drop in conversions. Despite having undergone rigorous site performance testing, the airline was still noticing fewer bookings originating directly from their owned website property. With winter looming, the busiest season for booking summer travel, this was a major problem.

One blind spot involved marketing tags, the little injections of javascript that facilitate tracking and analytics. Even with a tag management system, the airline wasn't able to see all of the tags on their site. This was the result of redirects (piggybacks) - employed by the 3rd-party tags added to a site - that essentially allows tags to add more tags.

Similarly, the travel company knew that January and February were when most of their summer holiday bookings are made. In the competitive space - where [40% of visitors abandon a site](#) that takes more than 3 seconds to load - they needed their site to be optimised and load at least as fast as their competition. They knew that the number of tags could be a culprit and wanted to see if tag load time could be contributing to their site's latency problems.

## SOLUTIONS THAT MAKE AN IMPACT

For the airline, Ghostery reviewed data across their EU sites: UK, France, Germany, Spain, and Italy. By comparing the site's different types of tracking - from advertising to analytics to social media - they could see how each was impacting site load time.

Using Ghostery MCM, they found over 50 distinct tags and discovered that several of their marketing tags were calling other 3rd-parties, which resulted in an average page latency of close to 4 seconds. Without a central data governance strategy, these tags were allowed to stay on the site long past the end of campaigns and were often redundant.

The travel company had a similar experience. Using Ghostery MCM to audit all tracking across their webpage, they were able to visually monitor all tags outside of their tag manager, and identified several tags that were making unsecure calls, opening the company site up to mixed content warnings. By comparing the increase in tag latency to that of page latency, the company could know with certainty that these tags were responsible for the sluggish load times.

## RESULTS THAT MATTER

With Ghostery MCM, the airline was able to cut their tag volume significantly - leaving only those that provided significant ROI - creating a leaner, faster site, that is both secure and optimised for their important marketing technologies. The airline cut their distinct tag count by over 15 tags and the page latency dropped by almost 1 second. Abandoned sessions dropped by 5% and their conversions increased 1%.

Meanwhile, the travel company established a more rigorous site governance programme. This included changes in contract language with 3rd-party digital vendors, making explicit that partnerships adding additional tags via redirects be transparent, that parties adding tags be held responsible for security, and be kept to strict load time standards.

## A PROVEN ANSWER

While travel is a wide and diverse industry and no two companies struggle with the same challenges, Ghostery provides solutions for monitoring the complex, and often invisible, world of marketing technology. Ghostery helps make it the best of times, all the time.

If you're interested in learning more about how we can help you speed up, clean up, and lock down your site, **schedule a demo today with one of our tag audit specialists.**