



## CASE STUDY: Expedia Enhances Usability

Expedia.com delivers broad travel information and booking services to travelers including the ability to research, plan, and book travel. Serving millions of travelers every month, Expedia.com is the world's leading online travel provider.

### GOAL

- Enable travel browsing and research
- Complement booking engine

### SOLUTION

- Baynote Social Search
- Baynote Insights

### RESULTS

- Double-digit increase in conversions
- Significant increase in engagement time

*"The Baynote solution is able to deliver the most relevant results based on what other Expedia customers have previously found most useful for similar queries."*

—Tom Taylor  
Director of Strategy  
Expedia

A large percentage of site visitors come to Expedia with specific travel needs. Although travelers have always been able to browse Expedia.com for information on specific types of trips, such as golf or beach vacations, Expedia determined that a free-form search system would be a valuable addition to standard navigation. However, an ordinary keyword-based search engine would not meet their visitors' needs. For example, one Expedia customer may search for something very specific, such as "San Diego beachfront hotels," while another may enter a broader query, such as "beach vacation." Though the queries are different, the customers may actually be looking for the same thing.

## Solution

### Social Search

Complementing the site's existing travel booking engine, Baynote Social Search refines search results, based on what other travelers have found most useful or most interesting. The Baynote Observer watches for patterns and trends in visitor behavioral heuristics and tailors search results to reflect the implicit suggestions of the Expedia.com community of visitors.

### Insights

The marketing team at Expedia uses Baynote Insights to gain valuable information about the travel community's activities and intentions. For example, a report on search terms shows what the site visitors are specifically looking for—"all-inclusive," "hotel pet policy", or "costa rica", for example. This folksonomy is valuable information when buying Google or Yahoo! ads. Expedia also makes extensive use of built-in editorial tools to maintain control over community data, including pinning or blacklisting content in specific circumstances.

## Results

After deploying Baynote, Expedia customers are able to use organic and natural search terms to find travel inspiration, trip planning tools, and the information they need to help them plan the perfect trip. Internal testing has shown a "double-digit" increase in customer conversions related to the use of Baynote Social Search as well as a significant increase in site engagement time.