



# Return on Investment Tracking

## Key Features:

- Complete website statistics including visitors to the website, page views, search terms, referral sources, and click-throughs to the reservations engine
- Ability to track actual revenue driven by the independent website for most branded hotels and select booking engines
- Phone tracking for all leads generated by your website and internet marketing efforts
- Differentiate between calls generated from organic marketing efforts vs. pay-per-click marketing efforts
- Ability to listen to calls for quality assurance and training purposes
- Track all the RFP requests submitted to the hotel for meetings, weddings, and group business

Milestone Internet Marketing, Inc. provides comprehensive solutions to the travel and hospitality industry for developing powerful internet presence and driving revenue on the internet. Our Return on Investment Tracking solutions includes the following:

- Website Statistics and Analytics
- Phone Wizard Tracking
- RFP Tracker

## Website Statistics and Analytics

Milestone utilizes the industry's most advanced analytic tools to analyze and track website traffic and the behavior of consumers on your website.

Some of the key metrics that are available to the client includes:

- All reports accessible to client 24 x 7
- Unique Visitor Traffic - indicator of whether your marketing efforts are driving traffic
- Page Views per Visitor - indicator of whether the traffic is relevant and shows if the marketing campaigns are targeted at the right markets
- Search Terms - keywords consumers use to find your site
- Referral Source - search engines consumers use to find your site
- Click-Through to Reservations - tracks how many people went to your booking engine - the most accurate measure of how effective your website marketing efforts are.
- Entrance and Exit Pages - which pages are used for entering the websites and exiting the websites.

## Phone Wizard Tracking

In tandem with sales leads generated through your website, a significant percentage of consumers will call the hotel and make reservations instead of booking directly online.

For the sales leads generated by your website, our empirical data shows for every one reservation made online, consumers will make 3 to 7 reservations on the phone depending on the brand and tier of the hotel.

Milestone offers PhoneWizard, a innovative, state-of-the-art tracking tool that enables you to track your phone reservations. Milestone provides a dedicated 1-800 tracking number on the client's website to track the phone activity generated by the website. The toll-free number forwards to your reservations desk so you do not need any new lines installed at your hotel. The reservations originating from this toll-free number can be definitively tracked back to your website, measuring the total effectiveness of your accounting for both online and phone reservations.

Some of the key metrics that are available to the client includes:

- Timing - profile of calls by the hour and day of the week, and the length of calls
- Feeder Markets - geographies from where the call was received
- Source of Call - source from which the call was generated - organic ad or pay-per-click ad
- Call Recording - records all calls for tracking, quality assurance, and training
- Keyword Tracking - for sophisticated users, the tool can identify the specific keywords that generated the call

## RFP Tracker

Milestone will create a RFP submission form on your website where potential customers can request a quote for group business. The RFP tracker tool enables you to print a report giving you complete visibility into how many requests you are getting. The tool also allows you to generate reports for different time frames and by types of business, such as weddings and meetings.