CAPTURING ONLINE BEHAVIOR TO GENERATE E-COMMERCE INSIGHT

There's over $500B in travel revenue booked online every year, so, understanding customers' digital behavior is essential. To do this, Excella helps Marriott International track over 250 customer variables across 700 million annual website and app sessions. By managing the data capture lifecycle, Excella has better enabled Marriott to translate raw data into accurate and actionable business insights.

Increase Release Performance

Marriott updates design, content, and functionality across a dozen websites and mobile apps every month. Before 2015, the scope and frequency of these updates, coupled with undocumented data capture processes across Marriott's eCommerce, IT, and analytics divisions, frequently resulted in broken, delayed, and incomplete tracking. More critically, it caused Marriott to lose valuable insights into users' online behaviors and interaction patterns. The result? Missed opportunities to convert visitors and maximize revenue.

Excella bridged these gaps by deploying analysts who understand the business behind Marriott's product lines, including its analytics tools and reporting needs. We helped establish and manage a new governance process, and created documentation for data capture that defined clear responsibilities, timelines, and communication channels for each release.

The result is a standardized and repeatable approach that works across teams and applies cross-domain knowledge by:

- Defining a holistic set of tracking requirements designed to answer stakeholders' business questions and anticipate future ones

- Ensuring that new tracking requirements are thoroughly vetted to guarantee retroactive functionality and protect platform-level data integrity

- Enabling the reporting and statistical methods favored by the analytics teams

- Complying with data warehouse ETL processes, and providing the technical detail needed to prevent downstream system-integration issues

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Prioritize Quality Data

Low-quality data can sometimes be worse than no data at all. The data must always be consistent and clean to identify trends and KPIs. Excella helps Marriott achieve tightly coupled data capture and quality through:

Regular testing via unit testing coordinated with the development team, pre-release regression testing against each build, and post-release testing in production coordinated with the release team

Proactive monitoring via ObservePoint simulations and regular audits based on Excella's knowledge of product-line use cases

Education by maintaining, disseminating, and socializing master tracking-standards documentation, ensuring adherence to established data definitions

We bring this same focus on data quality to initiatives that fall outside of the general release process. When Marriott migrated Ritz-Carlton.com into Marriott's implementation of Adobe Marketing Suite, Excella managed the migration seamlessly, maintaining all of Ritz-Carlton's existing tracking. While loading new data from Adobe Marketing Suite into Marriott's data warehouse, Excella provided quality assurance that all the data was transformed and modeled correctly.

Providing Terabytes of Value

Data capture is the foundation of digital analytics and the bedrock upon which all eCommerce decision-making is built. Because Excella manages Marriott's data capture process to deliver timely and high-quality data, Marriott can spend more time using it to evaluate marketing campaigns, assess site changes, and understand customer behavior.

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Excella is an Agile technology firm helping leading organizations realize their future through the power of technology. We work collaboratively to solve our clients' biggest challenges and evolve their thinking to help them prepare for tomorrow. Together we transform bold ideas into elegant technology solutions to create real progress. Learn more at **www.excella.com**.