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Confidential

# Case study

Deal campaigns at Booking.com

**My role:**

Owner of the whole design process

- Research
- Wireframe
- Prototype
- Iterate
- Code

## Problem

### Partners

OpenLabs, partner visits, interviews and local inbound partners have indicated a **need for event based & prepacked deals.**

They have indicated that they don't know if there is demand, don't know how much discount was needed to get bookings and want to minimize the chance of missing out on bookings for specific event days.

### Customer

Making customers aware of the deal and offer lower prices so we can influence booking behavior

### Company

Business opportunity

Competitors were also offering event based & prepacked deals

Take more control over partner pricing and parity

## Main challenges

### Partners

Convince partners to create new deals with the exact right book dates, exact right stay dates and right discount, avoiding mistakes and stating the benefit for being part of the campaign.

Upgrade partner-facing product, which was poorly optimized and not scalable to our new needs

### Customers

Communicate the discounts and the promotions for the users in all platforms, also using different marketing channels.

### Company

**Increase conversion and incremental bookings**

**Main objective:** Make it easy for them to join the campaign, with just a few clicks.

Example from the first campaign ever done at Booking, Black Friday & Cyber Monday 2017

A special  
designed banner  
on top of the  
Promotion  
center page

The screenshot shows the Booking.com Partner Side interface. At the top, there's a navigation bar with icons for Home, Reservations, Rates & Availability, Promotions (highlighted), Property, Opportunities, Inbox, Guest reviews, Finance, Analytics, and BookingSuite. Below the navigation is a banner for 'BLACK FRIDAY & CYBER MONDAY' running from November 24 to November 27. The banner text says, 'These dates are a tremendous opportunity for your property. We prepared a promotion for you to make the most out of it.' A blue 'See Promotion' button is visible. Below the banner is a table with columns for Name, Discount, Details, Rooms and rates, and Dates. The first row shows a deal for 'Black Fri-Cyber Mon' with a 40% off discount, labeled as a 'Basic Deal' with a minimum stay requirement. It's set for an Apartment in Apartment 0 from November 24 to November 27. The second row shows a deal for 'BBR CUG TEST 1' with a 20% off discount, also a Basic Deal with a minimum stay requirement, set for an Apartment in Apartment 0 from October 1 to October 28. There are edit and activate buttons for each deal.

• • • The blue button  
will redirect  
partners directly  
into the edit  
page

A pre-set up deal  
with all the  
information  
shown about the  
deal set up

## Partner-side - Reduction from eight to three steps in Deal creation (Black Friday 2017)

The screenshot shows the 'Add New Promotion' section of the Booking.com Partner Side. It includes:

- Step 1: What type of promotion is it?** Options include Basic Deal, Last Minute, Early Booker, Deal of the Day, and Free Nights.
- Step 2: Who will see this promotion?** Options include Everyone, Members and newsletter subscribers, and Customers from China only.
- Step 3: How long do guests need to stay to get this promotion?** Guests need to stay for at least 2 nights to get the promotion.
- Step 4: How much of a discount do you want to give?** A dropdown menu shows options like 10%, 20%, and 30%.
- Step 5: Which rates?** Guests can select specific rates from a list: Farri Friend 1, Farri Friend 2, Farri Friend 3, etc.
- Step 6: Which rooms?** Guests can select specific room types: Apartment, Studio, Room, and Suite.
- Step 7: When can guests stay using the discounted rate?** A calendar allows selecting a date range from January 2018 to March 2018.
- Step 8: What's the name of your promotion?** Guests can enter a promotional name.

At the bottom, there are 'Go back' and 'Review your promotion' buttons.

The screenshot shows the 'Edit Black Friday/Cyber Monday promotion' section of the Booking.com Partner Side. It includes:

- Step 1: Black Friday & Cyber Monday promotion details:**
  - Icon:** A circular icon with 'BF' for Black Friday.
  - Discount:** 40% discount.
  - Dates:** Booking Dates 24-27 Nov, 2017.
  - Length of Stay:** 1-5 days.
- Step 2: Choose your rates, rooms and travel dates below**
- Step 3: Which rates?** Guests can select specific rates: Ap G.
- Step 4: Which rooms?** Guests can select specific room types: Apartment.
- Step 5: When can guests stay using the discounted rate?** A calendar allows selecting a date range from November 2017 to January 2018.

On the right, there is a sidebar titled 'Discounted rate available only on:' with checkboxes for each day of the week (Monday through Sunday).

### Why?

In order to create a deal, the partner would have to go through eight steps. Select type of deal, select target, length of stay, discount amount...

This caused friction and confusion for them, mostly because they didn't know how do an optimal setup of a deal. That would cause a lot of trouble if we wanted to introduce a new type of deal/campaign that they would have to setup all by themselves.

### How?

Removing steps and filling pre-selected options made the partners create the discount and join the campaign in just a few clicks.

## Partner-side - Reduction from eight to three steps in Deal creation (Black Friday 2017)

The screenshot shows the Booking.com Partner Side interface for creating a promotion. It highlights the reduction from eight steps to three steps in the deal creation process.

**Step 1: Add New Promotion**

- What type of promotion is it?
  - Basic Deal
  - Last Minute
  - Early Booker
- Who will see this promotion?
  - Everyone
  - Members and newsletter subscribers only
- How long does guest need to stay to get this promotion?
- How much of a discount do you want to give?
- Which rates?
  - Family Member 1
  - Adults rate set 2
  - Family category
  - None
- Which rooms?
  - Apartment
- When can guests stay using the discounted rate?
  - Select a date range by clicking on your start and end date.
  - Your discount will apply to stays on the following dates:  
No dates are selected
  - Show advanced settings
- What's the name of your promotion?
  - Black Friday & Cyber Monday
  - Information about the promotion: It will be displayed in customers' booking page.
- Show advanced settings
- Go back
- Review your promotion
- Get help
- Send feedback

**Step 2: Promotions**

### Edit Black Friday/Cyber Monday promotion

**Black Friday & Cyber Monday promotion details:**

- 40% discount
- Booking Dates 24-27 Nov, 2017
- Length of Stay: 1-5 days

Choose your rates, rooms and travel dates below

**Step 3: Which rates?**

The discount will be deducted from the rate(s) you select here.

- Ap G

**Step 4: Which rooms?**

The discount will be applied to these room(s).

- Apartment

**Step 5: When can guests stay using the discounted rate?**

Your discount will apply to stays on the following date(s):  Reset dates

November 2017				December 2017					January 2018				
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
13	14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30				1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20	21
25	26	27	28	29	30	31	29	30	31	29	30	31	

Discounted rate available only on:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Select a date range by clicking on your start and end date.

Go back

Activate your promotion

Get help

Send feedback

First campaign had **proven ability to generate partner interest by prepacking & contextual design, increase traffic into platform and generate more business.**

More campaigns were planned to be launched,  
and now they would be GLOBAL.

Our partner facing product had **outdated  
design/code and had to be scalable for the  
next campaigns.**

In order to optimize the next steps, user research has been conducted.

I conducted **interviews** with Account Managers and **Open Labs** with partners.

# Case study

Partner side

I introduced BUI Components in Promotion Center - one of the first pages on Extranet to feature them.

## Why?

Outdated, non-scalable design and coding. Product was not scalable to support creation of campaigns. Partners were confused on how to optimize their promotions.

## How?

Preset campaign selection screen  
Modularization and componentization of elements  
Cleaner design using BUI  
HTML+CSS code refactoring

I was responsible for all the design and coding as well.

## Impact

With the learnings from the research and lots of experimentation with sizes/order of boxes/copy/etc, the result was the design from the right.

The screenshot illustrates the transformation of the Promotion Center interface. On the left, the original design features a top navigation bar with tabs like Home, Rates & Availability, Promotions, Reservations, Property, Opportunities, News, Guest reviews, Finance, Analytics, and Marketplace. Below it is a 'Add New Promotion' section with two cards: 'Flexible' (Create and customize a promotion - add elements, such as discounts and free nights) and 'Easter Deal' (Activate this deal to take advantage of the holiday season). A large arrow points down to a second screenshot, which shows a more modularized and componentized design. This new design includes a top navigation bar with similar tabs. Below it is a 'Promotions' section with a 'Ready-made promotions' card. This card lists four deals: 'Easter Deal' (minimum 20% discount), 'June Getaway Deal' (minimum 10% discount), 'July Getaway Deal' (minimum 10% discount), and 'August Getaway Deal' (minimum 10% discount). Each deal card includes details like book dates, stay dates, discount percentage, and a 'Set up promotion' button. A second arrow points down to a third screenshot, which shows a 'Custom promotions' section. This section features a 'Customise' card with a pencil icon and text: 'Set up a flexible promotion like Deal of the Day, Last Minute Deal or Early Booker Deal. You choose the discount, dates, rates and more.' It also includes a 'Book dates' card with a calendar icon and a 'Stay dates' card. Both cards have dropdown menus for 'You choose' and a 'Set up promotion' button.

# Case study

Partner side

The promotion setup page was also componentized.

## Why?

Outdated, non-scalable, low-standard design and coding. Product was not scalable to support creation of campaigns.

The refactoring made it much easier to experiment as well and the components were reusable along all pages/preset/custom promotion from Promotion Center.

## How?

In order not to have a huge impact on what partners were used to do in the page, the order of the sections/components and information architecture wasn't changed at the first full-ons, but instead it's being changed gradually according to the vision.

The screenshot illustrates the refactoring of the promotion setup process on the Booking.com Partner Side. It shows two main stages of the workflow:

- Left Panel (Initial Configuration):** This stage shows the initial setup of a promotion for "Canuck Cabin 1234 - Test hotel". The user has selected "15 %" as the discount percentage. A tooltip advises against giving less than 15% due to booking behind. Other settings include "Match parent rate" for length of stay and credit card required. The "Discounted rate available only on:" section lists specific days of the week (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday) as available.
- Right Panel (Review and Publish):** This stage shows the final review of the promotion. The user has named it "Easter Deal" and specified a discount of 25%. They can choose which rooms are affected by the discount. The "When can guests stay using the discounted rate?" section shows a calendar for April 2019, with specific dates highlighted in blue. The "Non-refundable promotion" section includes a note about adding a non-refundable policy. The "What is the name of your promotion?" field contains "25% Easter Deal - 5 Mar 2019". The "Review your promotion" button is visible at the bottom.

# Case study

Partner side

This is the current version for preset/custom promotion page.

One of the main pain points for the partners is that they want to see how the promotion will look live on Booking.com, but sometimes they don't find it or have to wait until the campaign day to see how it looks.

So Promotion Center features a preview of the Deal in all platforms and apps with the highlighted badge in Search Results / Hotel Page / Rooms Table.

Also features the review promotion fixed on the right as the users scroll down.

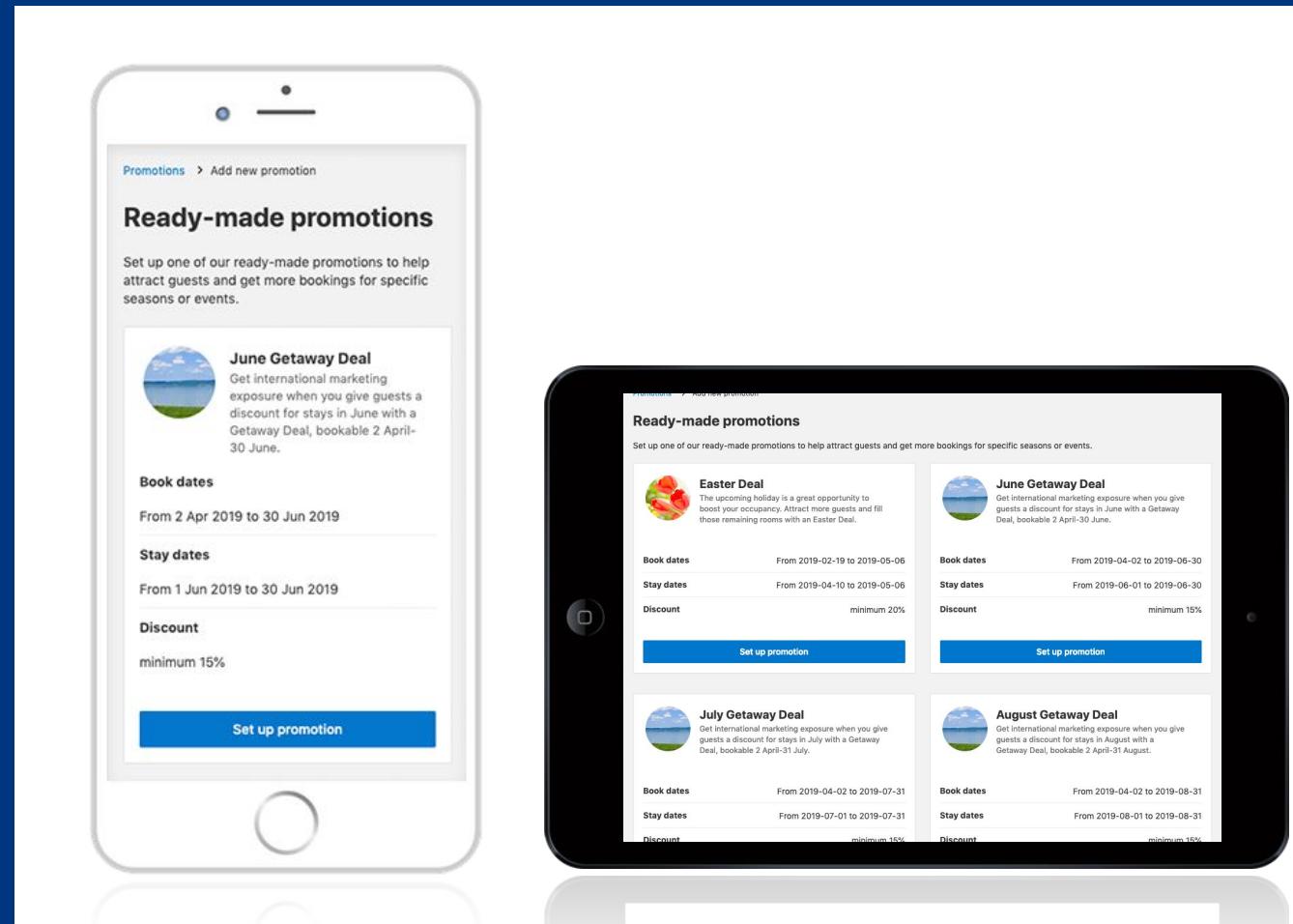
The screenshot shows the Booking.com Promotion Center interface. At the top, there's a navigation bar with links like Home, Rates & Availability, Promotions, Reservations, Property, Opportunities, Inbox, Guest reviews, Finance, Analytics, and Marketplace. A search bar on the right says "Search for reservations".

The main area is titled "Create Custom Promotion" under "Promotions > Black Friday". It has tabs for Preview, Search Results, Hotel Page, and Rooms Table. The Preview tab shows a desktop view with a "Black Friday - 40%" badge overlaid on a blurred hotel page. Below this, there are sections for "Which Rates?", "Which Rooms?", and "When can guests stay using the discounted rate?".

The "Which Rates?" section includes checkboxes for Rate A, Rate B, and Rate C. The "Which Rooms?" section includes checkboxes for Double Room, Single Room, and Triple Room. The "When can guests stay using the discounted rate?" section shows a calendar from July 2017 to August 2017, with specific dates like July 13, 14, 15, 16, and August 23 highlighted in blue. To the right of the calendar, there's a list of days of the week with checkboxes: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.

On the far right, there's a sidebar with a "BLACK FRIDAY" logo and text: "Offer a 40% discount during the biggest sales weekend of the year and stand out with a special tag on our website!". It also lists "Discount: 40%", "Bookable from: 01/09/2018 to 01/10/2018", "Stay dates: Any", "Length of stay: 1-5 Days", and "Your competitors using this promotion: 167".

The componentization also made the pages to be responsive, so partners started being able to create promotions from Mobile devices, which resulted in increase of Promotion Creation.



## Case study

Partner side - Pulse

I also designed the Promotion Center for Pulse, which is now available, instead of a Webview of Promotion center.

This native experience instead of a webview led to even higher increase in promotion creation and partners joining campaigns.

The image displays three screenshots of the Pulse Promotion Center app, showing the process of creating a new promotion:

- Screenshot 1: Add new promotion - Pulse Apartment**
  - China Golden Week:** Description: Customers from China have long vacations and travel more during September and October. Take advantage and get more bookings from China with a Golden Week Sale.  
Stay dates: From 22 Sep 2018 to 14 Oct 2018  
Discount: Minimum 20%
  - Black Friday:** Description: Black Friday is busiest shopping day of the year. Take advantage of it by offering a discount and getting tagged in search results.  
Book date: 28 Oct 2018  
Stay dates: Any  
Discount: Minimum 20%
  - September Early Booker:** Description: Stay dates: From 01 September 2018 to 03 September 2018  
Discount: Minimum 20%
- Screenshot 2: Add new promotion - China Golden Week**
  - How much of a discount you want to give? Set a discount between 20 and 99% (20%)
  - Which rates?** The discount will be deducted from the rate(s) you select here.
    - Rate A (unchecked)
    - Rate B (checked)
    - Rate C (unchecked)
    - Rate D (checked)
  - Which rooms?** The discount will be applied to the room(s) you select.
    - Deluxe King Room (unchecked)
    - Double Room (checked)
    - Triple Room (unchecked)
    - Budget Single Room (checked)
  - When can guests stay using the discounted rate?** Your discount will apply to stays on the following date(s):  
From Mon, 23 Sep 2018 To Tue, 10 Oct 2018
- Screenshot 3: Review Promotion - China Golden Week**
  - Discount:** 20%
  - Rates:** Rate A, Rate B, Rate C
  - Rooms:** Room A, Room B, Room C
  - Dates:** From Mon, 23 Sep 2018 To Tue, 10 Oct 2018
  - Save promotion**

As the campaigns started growing, only tagging the properties and their discounted rates wasn't enough anymore.

The screenshot shows a hotel listing for the Elite World Europe Hotel in Kucukcekmece, Istanbul. The hotel has a rating of 8.5 based on 1,844 reviews. It is located 14 km from the center. A note indicates that 18 people are looking at the property at this moment. There is a green badge stating "Reservation possible without a credit card" and a red badge stating "In high demand! Booked 31 times in the last 24 hours". A "Black Friday Sale" banner is visible. The price for a Deluxe Room is € 81, which includes taxes and charges. The room features breakfast included, free cancellation, and no prepayment needed. A blue button at the bottom right says "See our last available rooms >".

The screenshot shows a search results page with 3 results. The first result is for Gladys and David's Apartment, which is unavailable. A note says "You're too late! No rooms left at this property." The second result is for Kimpton Mason & Rook Hotel in Washington, DC, with a rating of 8.6. It shows a "Black Friday Sale" banner and a price of US\$257. The third result is for Global Luxury Suites at the National Mall, with a rating of 8.2. It is an apartment located in Northwest, Washington, DC, 3,600 feet from the center. A note says "Latest booking: yesterday". A blue button at the bottom right says "Black Friday Sale" and a green button says "US\$105".

As we had traffic coming from PPC, EMK, Meta and other channels, customer would land on index page and didn't know where to search for the Deals.

Then, I identified a need for a **custom Deals landing page**.

## Case study

Customer side

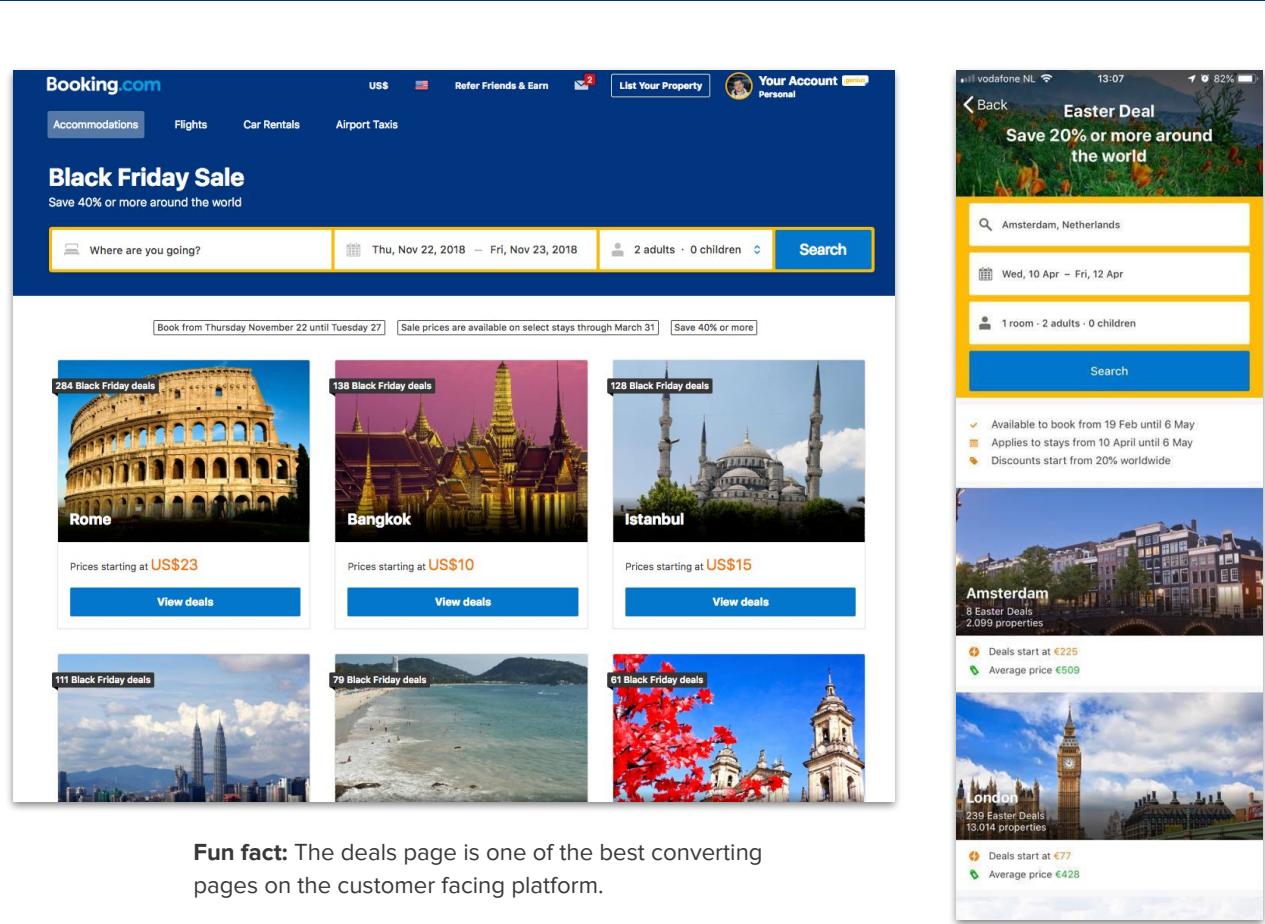
Deals page designed and coded by me after collecting feedback from Design Lab and constantly optimized from experimentation and based on user feedback on Open Labs/User testing.

The web page, created with BUI components, is fully responsive and works flawlessly on mDot and tDot, eliminating the need of having 3 different web pages to take care of.

We also have a Deals page for Android and iOS as seen on the right.

Deals landing page became the bridge between the marketing campaigns and the hotels offering those deals.

Also it was often used by another teams to promote their deals as well.



The image displays two screenshots of the Booking.com platform. On the left is the desktop version of the deals page, showing a 'Black Friday Sale' banner with a 40% discount offer. It features five travel destinations with their respective deal counts: Rome (284 deals), Bangkok (138 deals), Istanbul (128 deals), Kuala Lumpur (111 deals), Phuket (79 deals), and London (61 deals). Each destination card includes a 'View deals' button and price starting information. On the right is a screenshot of the Booking.com mobile application interface, showing search results for 'Amsterdam, Netherlands' with specific dates and guest details. Below the search bar, there are filters for availability, price range, and discounts. The bottom section shows a list of deals for Amsterdam, including the number of deals, average price, and a small preview image of a building.

**Fun fact:** The deals page is one of the best converting pages on the customer facing platform.

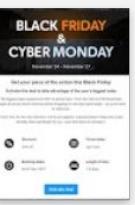
# Case study

## Comparison and evolution - Black Friday 2017 & 2018

Here is the comparison between the assets from Black Friday 2017, which ran only in US and Canada, and Black Friday 2018, which was global.

In 2017, we had only one Extranet banner and a Partner Email as a entrypoint for the partner to set up campaign. From there, user was taken to a hardcoded page. In FE we had a banner in search results to upsot the deals.

In 2018, a all-new, BUI-ed campaign selection page and the revamped Promotion center, as well as tagging in every platform, including apps, GTM advertising for partners, EMK, index banner with countdown and a dedicated landing page.



2017



2018

# Case study

Branding example for campaigns

## Campaign guideline framework

There were a lot of teams working together on the global campaigns, like Media, Marketing, SEO, PPC, EMK, and others. Each one had to create its own assets, but since time was really short, in the case of Black Friday 2018, it was really painful to coordinate with all the teams to create all of them in a consistent way.

To solve this problem, a **systematic way of creating assets** was introduced by me.

This is an example of the first exercise for the Festive Deals 2019 that was created and shared with all the teams involved and guided them through the creation of assets. (banners for strategic partnerships, email marketing, Partner marketing, and many others)

### Impact:

The involved teams could create all the assets required by themselves while respecting the guidelines of each campaign and resulting in a consistent user experience through all the channels and platforms.

### New Year campaign branding ("Festive Deal")

Keywords: Celebration, cheers, festivities, fireworks, evening, plans

#### Design guidelines

##### Theme

- Many cultures celebrate the event in some manner and the 1st day of January is often marked as a national holiday.
- In user testing, "Festive Deals" that performed much better than New Years deal;
- The Festive Deal name has been quite localized. Some smaller countries have gone with winter / holiday (approved with marketing / PR)
- We will use "fireworks" as the main theme, as it is widely used in festive occasions and also a lot in New Year celebrations;
- Use UI spacing, font-sizing, margins, etc and beware of accessibility and readability.

##### Main colors (all UI):



##### Examples of imagery



#### Extra details and assets to be created

##### Banners

General: Desktop - most iOS / iPad  
Partners may have their own index layout  
Banners should be flexible to accommodate different size  
Copy tags (can same tags be used across platforms?)  
Generally two tags, one for desktop and one for mobile platforms  
For hotel partners, there is a specific variable that replaces "Booking.com" references  
Small line of decision test for SP banners (e.g. "On selected properties")  
Promotional banners without CTA  
Used in emails to get people ready for an upcoming deal  
Images can be customized for Banners depending on the needs of the platform

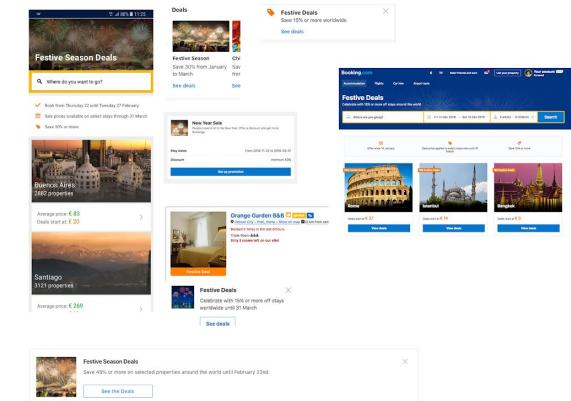
##### Landing Page (deals page)

Depending on where you land from, the copy will change on the page  
Show the badge on the landing page  
To address some confusion observed during user research

##### Copy tags

Desktop, mdot / apps for Title & Subtitles  
Description of the deals, with terms and conditions  
To address confusion on deals from User Research

#### Examples of assets



##### Strategic Partnerships

Because of constraints with SP we should use separate, simple banners  
Badge icons never have icons, so it's mostly color changes  
Copy tags to be shared across all platforms  
Tooltip for desktop

##### Copy tags

These banners should have strict "M" counts because of available space  
Emails also have separate copy  
Emails should be extremely simple due to other partners' systems  
Should be copy only since we don't know what systems partners are using to send their emails

Creating a new campaign required a lot of manual hard-coding for both BE, FE and Design, from the Partner side until all CCJ for all platforms, including apps.

## **Why not automate it ?**

So the team could focus more on experimentation to maximize even more the results of a campaign instead of doing repetitive work for each one.

## Case study

## Deal preset creator

**Deals Preset creator** prototype was created by me a year before, already foreseeing the problems that the manual coding of the campaigns could bring.

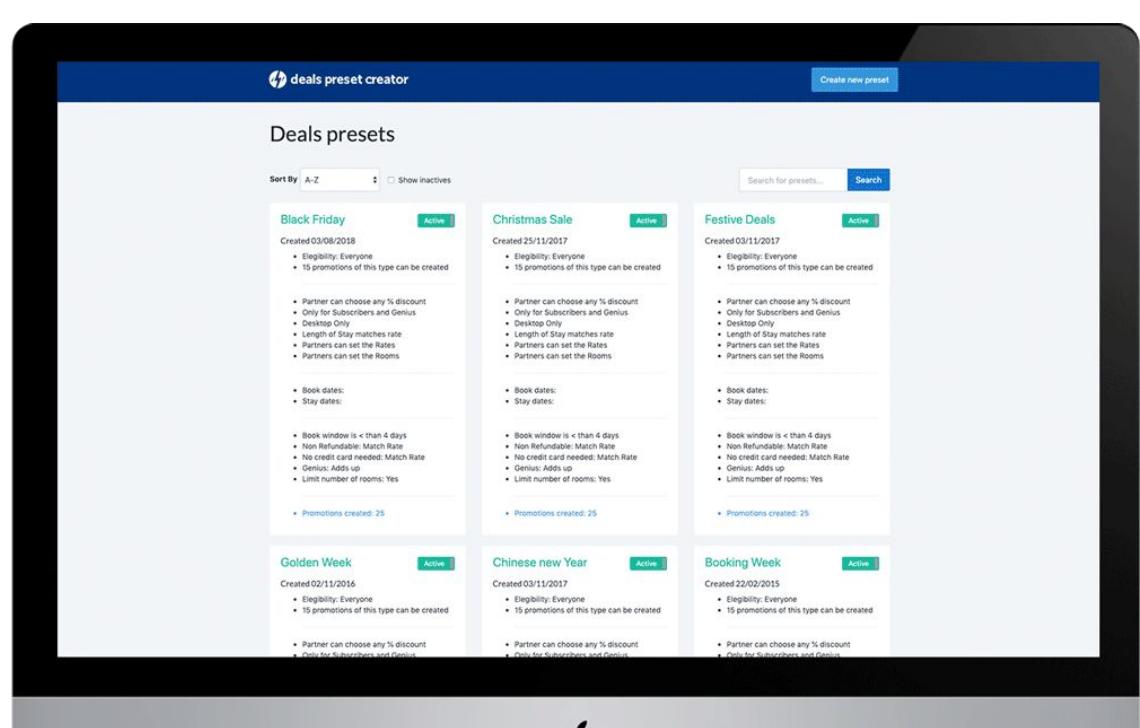
But only in Q2-2019, the Deals team implemented the back-end for it.

The objective is having a campaign created in a few clicks, inserting all the copy tags as well and leaving the process fully automated so virtually anyone could create a deal campaign.

After configuring the campaign on this new system, the preset shows automatically in Promotion Center, including the custom copy and the image. All the configuration, before done by manual coding, is now done in a UI. Also, for customer-side, titles, headers, tooltips and colors of the campaign can be done directly on the preset creator.

### Impact

This makes the team focus on new ideas and experimentation instead of “robotic work”, which can maximize the results of a campaign and learn what works and what doesn't.



## In a nutshell...

- First designer to introduce campaigns at Booking.com
- Took care of all design and HTML+CSS code for all core customer journey in all platforms, including apps
- Responsible for initiative of Promotion Center redesign and BUI implementation (with the code as well)
- Also responsible for ideation, initiation, design and coding of the Deals Landing page
- Created systematic way for all the teams involved to collaborate better by introducing design guidelines for each campaign
- Designed Promotion Center for Pulse
- Idealed, initiated, designed and coded HTML+CSS for the Deals Preset Creator (now known as CAMPAIGN RELEASE TOOL)

**...this enabled fast, scalable and systematic ways for the company to create deals campaigns and generated millions of USD in revenue.**



**Thank you!**