

Channel	Aware	Interest	Purchase	Re-Purchase
Google	Search for a nice place to stay on vacation but don't seem to find any interesting resort/hotel	Search for more info&photos rating&review but forgot the name of the place found earlier		
Website		Visit website for credibility checking and details	Book via website as it is cheaper than Agoda&Booking	
Facebook		Visit facebook page for more photos and review		
Email				Receive a discount offer via email but sometimes receive the detail and photos of the same place already visited
Agoda Booking		Visit Agoda&Booking for price comparison		
Store				
Call center		Ask if they have Special discount when booking directly & Activities nearby		
Data collection & Methods	We could use google ads to make our website appear on top when searched or use SEO when building website to	Track customers who interested in google analytics + google ad eg. Bounce rate , avg duration on website. Create retargeting campaign.	Collect name, address, email, phone number. Track activities(log) on the website eg. Out of all traffics how many click the purchase button. And how long customer spend on each page	We could use personalized marketing to filter out the place each customer already visited and show only new place in the hotel chain. Measure how many customer read an email out of all the leads and how many actually make booking with payment