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Applying for a French Growth Digital Marketing Manager
Position

Skyscanner application analysis

Acquisition

- The app is easy to find and has a 4.6 star rating on the AppStore with very good reviews

Activation

- One-step registration through Facebook and Google
- Extremely user-friendly application with a reduced number of clicks

Retention

- Retention could be improved through loyalty campaigns and abandoned search emails

Referral

- No incentives for people to recommend the app to other people
- No social list integration for Facebook sign up

Skyscanner application analysis

Revenue

- No suggestions on the homepage with deals and promotions which could increase the revenue
- No geolocalisation feature to offer the user the best deals and trip suggestions depending on their location (see the Explore The World feature on Kayak app)
- Navigation between tabs is not very clear as “rechercher” and “explorer” have a very similar meaning in French
- The categories for the tab “rechercher” are well thought out, but the visual result is not very engaging due to the use of cartoons instead of destination pictures
- No recommended product according to the user profile or past queries
- No cross-selling of hotels and cars on the homepage (see Airbnb app)

Skyscanner dataset analysis

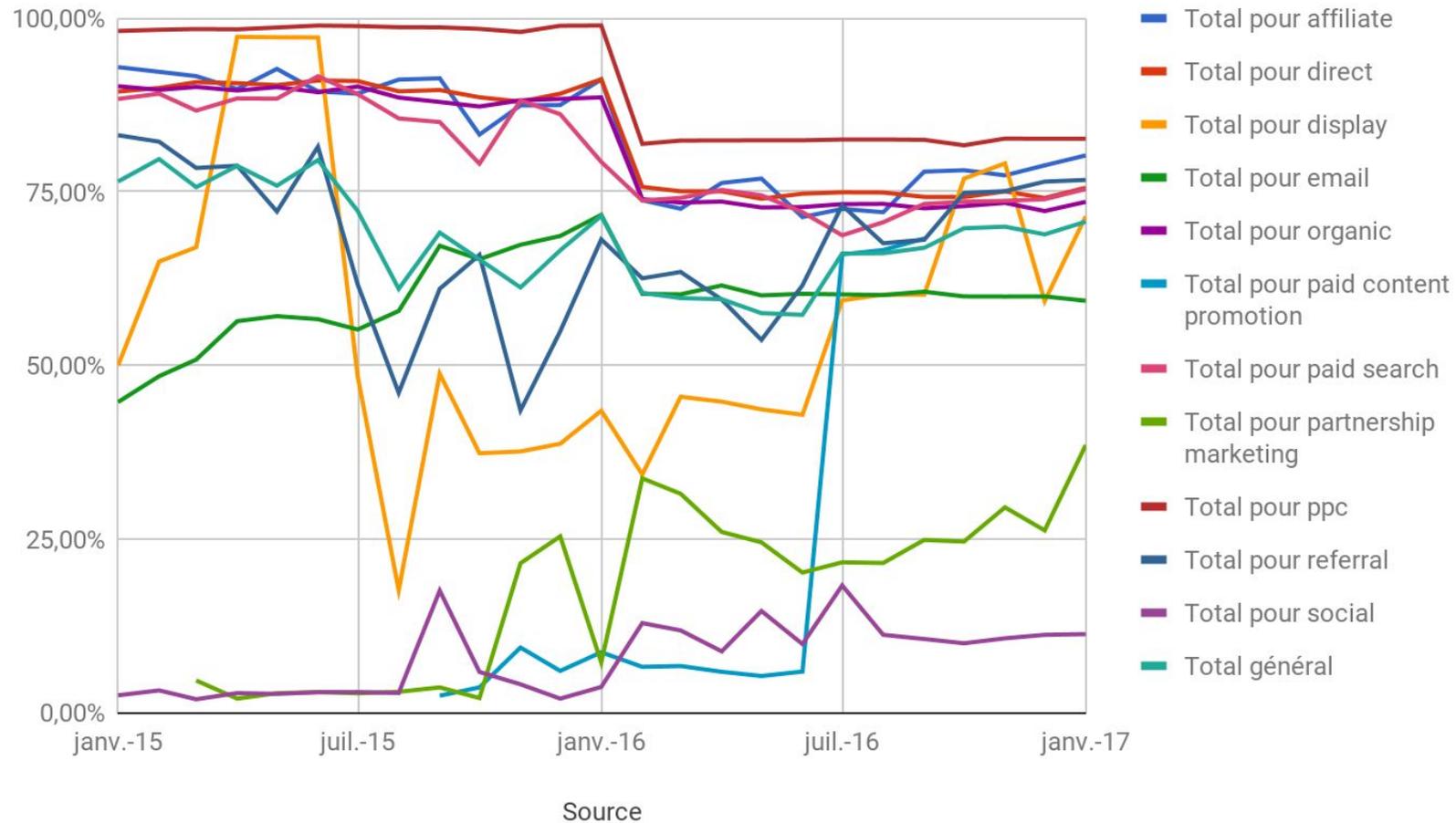
Creation of a pivot table to study the evolution of the activation rate and the traffic by medium between January 2015 and January 2017

To see the pivot table, please click the following link:

https://docs.google.com/spreadsheets/d/1G5_wYiGd7cwHd_JCEW-FP-AGSt8LvE52YdpzYcPigU/edit?usp=sharing

Creation of a graphic to visualise the evolution of the activation rate over a two-year period

Activation rate evolution



Identifying high-value channels according to the AARRR framework

As stated by Dave McClure in the AARRR framework, digital marketing should focus on the **best performing channels, the largest volume channels and the low cost channels.**

Hypothesis:

At this stage I can't identify accurately the lowest cost channels because I don't know the budget allocated to each medium. Therefore, I will assume that lowest cost mediums are the ones that are optimised by the Skyscanner team and which are not associated with any additional advertising cost. Please note that newsletters will be included in this classification, even if some of them are generated through third parties like Criteo.

Best performing channels according to activation rate

1.PPC

2.Affiliate

3.Direct

It is worth noting that organic comes 4th

Channels with the largest volume of traffic

1.Organic

2.Direct

3.Paid search

It is worth noting that email comes 4th

Lowest cost channels classified by activation rate

1. Organic

2. Email

3. Social

How to increase the activation rate by 5%?

First, please note that the medium Direct will be disregarded in this presentation for two reasons:

- It is a source which is difficult to study as it encompasses many different channels
- It is already among the top 3 channels for best performance and largest traffic

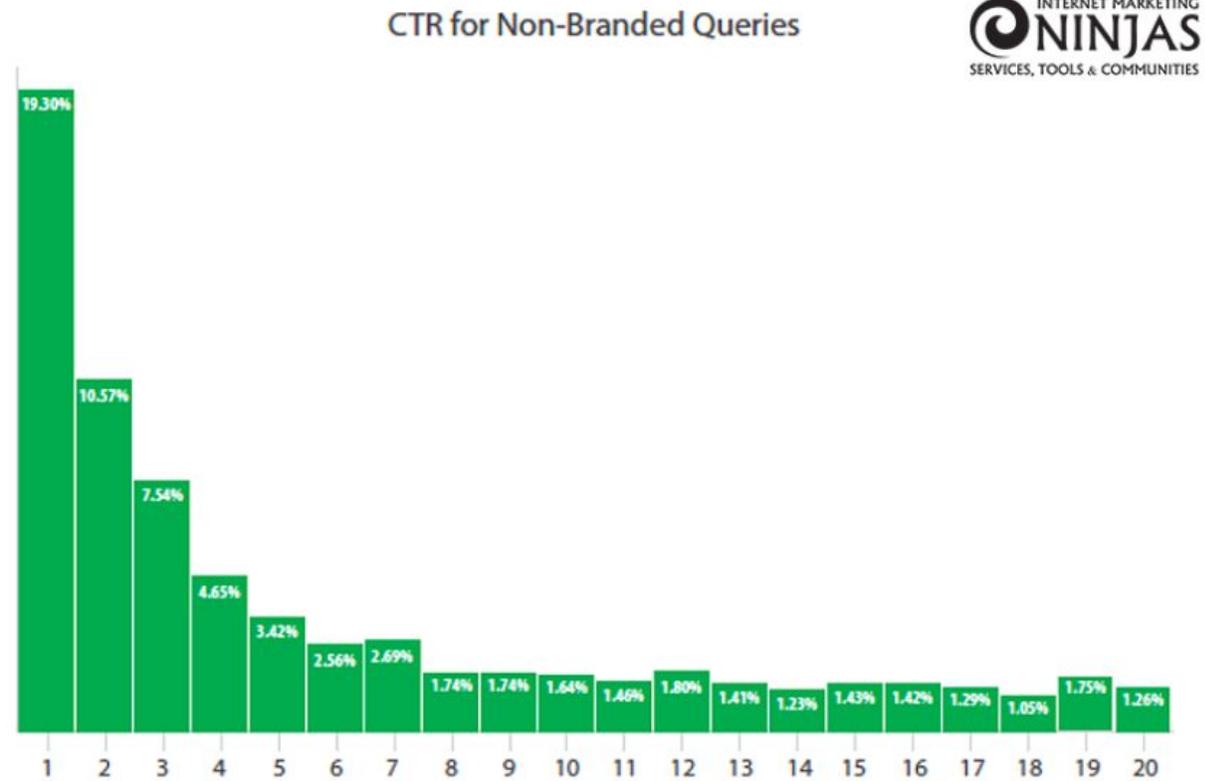
Second, I have decided to focus primarily on increasing the activation rate of the least expensive mediums to limit the costs.

1. Optimising the organic medium

Between January 2015 and 2017, organic traffic has decreased by 17%

1. Focus mostly on Google because it is the #1 Search Engine in France
2. Find popular related keywords for Skyscanner in France (ex: comparateur de vol)
3. Disregard branded keywords as Skyscanner has good Search Engine Ranking Pages (SERP) for those keywords
4. Draw up a list of related keywords bringing the most traffic
5. Conduct a SERP audit for this list of keyword
6. Do SEO work around the keywords with high traffic and medium/low SERP to increase click-through rate

Average click-through rate depending on Google position for non-branded queries



Source: <https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>

2. Optimising emails

Emails have been sorted by activation rate and traffic volume within the timeframe

General observations:

- Price alert emails have intermediary/high traffic and a high activation rate
- The weekly newsletter has very high traffic but a low activation rate
- The deals only newsletter has intermediary traffic and intermediary activation rate
- Cross-selling and car reminder emails have low traffic and a low activation rate

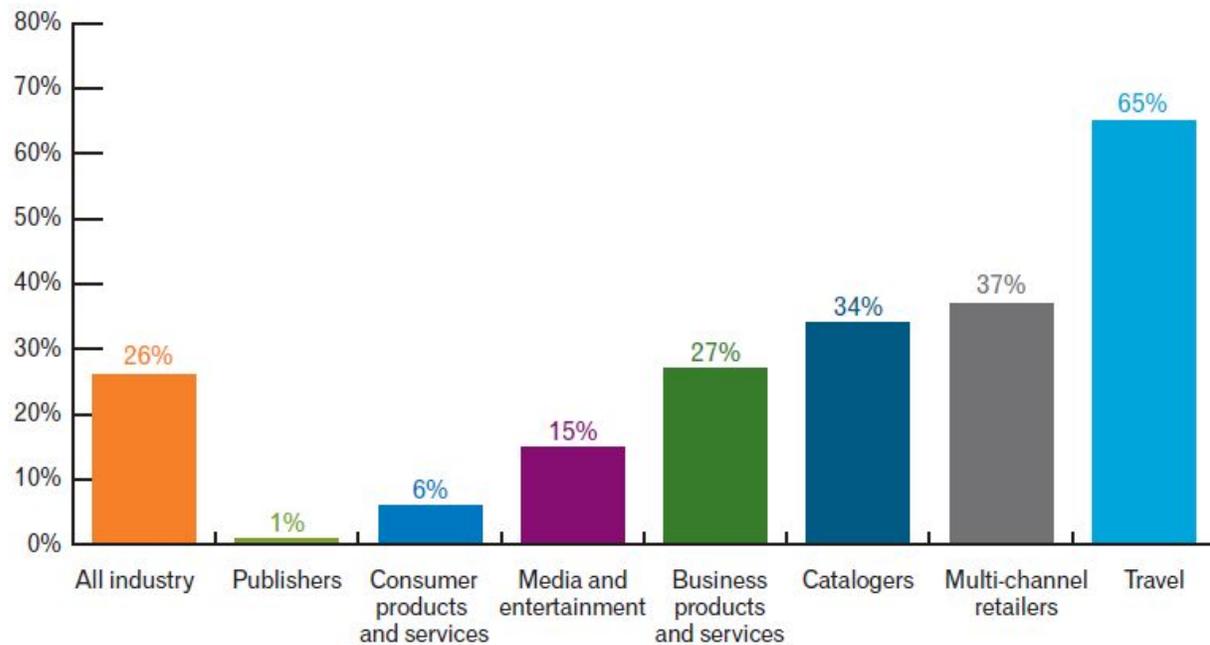
2. Optimising emails

Suggestions:

- **Focus first on improving the activation rate of the weekly newsletter**
 1. Run a test using a personal newsletter instead of a commercial newsletter to try and increase the opening rates: newsletter sent in the author's name, connect with the audience by using their first name and a friendlier tone of voice
 2. Invest in high-value and high-quality content marketing instead of list articles ("10 things to do/to see")
 3. Run A/B testing to see what dates and times have the best opening rates for newsletters

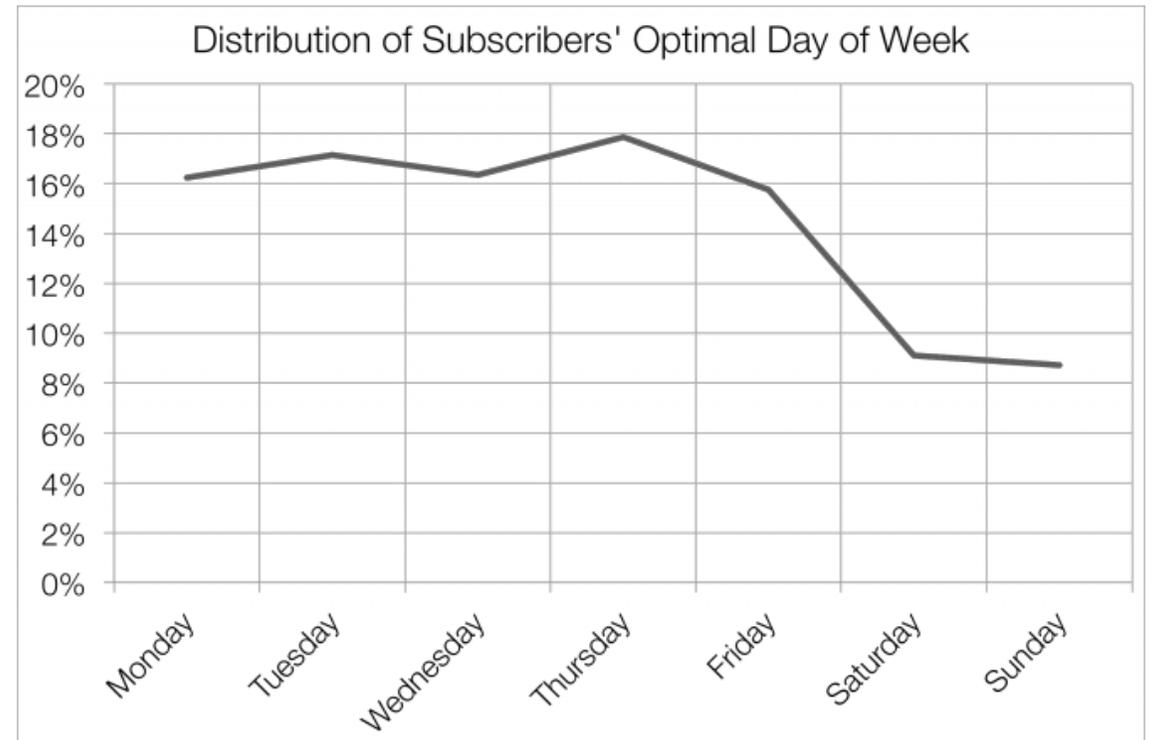
2. Optimising emails

Unique Open Rates for Emails with Personalised Subject Lines by Industry:



Source: Marketingland

Best days to send newsletters according to opening rates:



Source: Mailchimp

3. Optimising social media

General observations:

- The least performing of all the mediums with an activation rate of 8,37% within the timeframe
- Twitter had an average of 21,82% activation rate between February 2016 and July 2016 but is no longer used
- A weibo campaign performed well with a 32% activation rate in September 2015
- Facebook brought a lot of traffic but had a low activation rate within the timeframe, although it has improved significantly from July 2016

3. Optimising social media

Suggestions:

- Identify the reasons behind the success of the Twitter campaign between February 2016 and January 2016 and the Weibo campaign in September 2015, then launch new campaigns on these channels according to the findings
- Target hyper-specific users on Facebook by using its new trip consideration feature to prioritise people who plan to travel in the near future
- When a user uses the app, give them the option to follow or like Skyscanner social media at the same time

Conclusions

- Skyscanner app is extremely user-friendly but is missing out on marketing opportunities
 - Focusing on the 3 lowest cost channels is an efficient and cost-friendly way to increase the overall activation rate by 5%:
1. Search Engine Optimisation for high traffic related keywords to increase Search Engine Pages and therefore click-through rates
 2. Personalise the weekly email newsletters, promote high-value content and find the best dates and times for newsletters to be sent
 3. Target hyper-specific users on Facebook, launch campaigns on Twitter and Weibo according to past successful social media strategies