

## SUCCESS: Viator Case Study

Launched in 1998, Viator is the world's largest provider of tours and activities. Viator offers travelers a one-stop-shop for researching, planning and booking activities in more than 450 destinations around the globe. The Viator site ranks #1 in number of visits and sales for the tours and activities travel segment (ahead of Expedia).

### Issues/Challenges

In order to reduce customer acquisition cost, Viator sought to increase their organic search traffic from 5% of total traffic to 20%. Their incumbent analytics application could not deliver meaningful, actionable SEO insight, making this aggressive goal unreachable.

### The Enquisite Optimizer Solution

In 2007 Viator began using Enquisite Optimizer (EO) to find actionable SEO insights. Their marketing team increased organic search traffic by 300% – far exceeding their aggressive goal. Customer acquisition costs dropped, and Viator significantly increased its non-brand traffic -- attracting a whole new set of customers who did not formerly know their brand.

*“We’ve seen an 300% improvement in our natural traffic since we started using Enquisite Optimizer.”*

**Scott McNeely**, Online Director, Viator.

The Viator team used Enquisite Optimizer to identify high-conversion, high-traffic search optimization opportunities that their previous analytics package could not reveal. Multi-layer segmentation combined with behavioral analysis showed Viator exactly which keywords to target for maximum growth of relevant traffic.

Enquisite Optimizer provided granular visibility on what terms, what pages, what countries and what search engines drove the most relevant traffic to Viator's site. Viator used EO's deep segmentation for visibility into the full online customer acquisition path. No other analytic package offers this depth of actionable insights out of the box.



Enquisite Optimizer remains the Viator marketing team's day-to-day application of choice for driving relevant traffic with organic SEO. Enquisite Optimizer transformed organic SEO into a pillar of online marketing.

### Key Results:

- 300% increase in relevant organic search traffic
- Significantly increased non-brand traffic to site
- Satisfactorily lowered costs of customer acquisition

Industry: Travel

Location: Viator is headquartered in San Francisco, with offices in Sydney, Las Vegas and London.

URL: [www.viator.com](http://www.viator.com)

