

Going Mobile

Utah State University Data Analysts

Hannah Calvin, Rylie Draper, and Oliver Heady

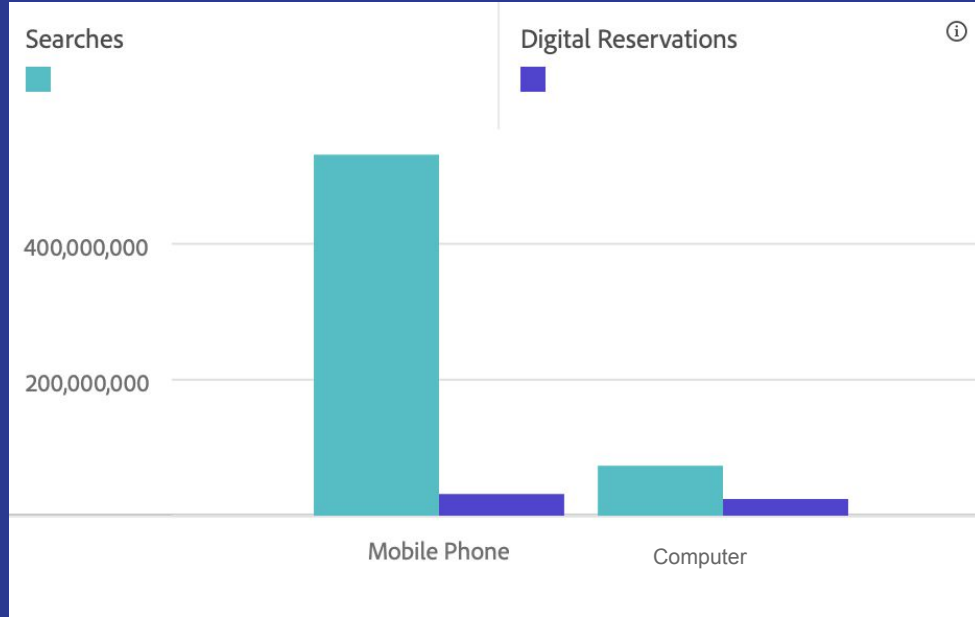
The Problem

Hilton has three primary digital experiences: desktop web, mobile web, and mobile app. Guests leverage multiple devices to engage with these experiences. Are there any differences in activity based on device type and experience? Does the guest type instead of device type drive any of these differences?

Inspiration
strikes when
we're away from
the desk

Mobile Phone	533,572,867	85.1%
Computer	73,714,204	11.8%
Tablet	19,751,513	3.1%
Other	47,740	0.0%

Search Volume by Device Type

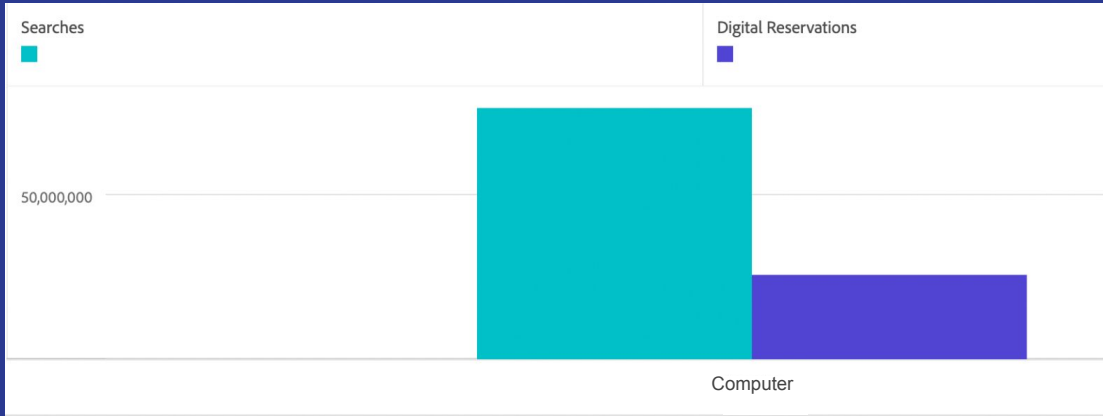


**Search Volume
≠ Reservations**

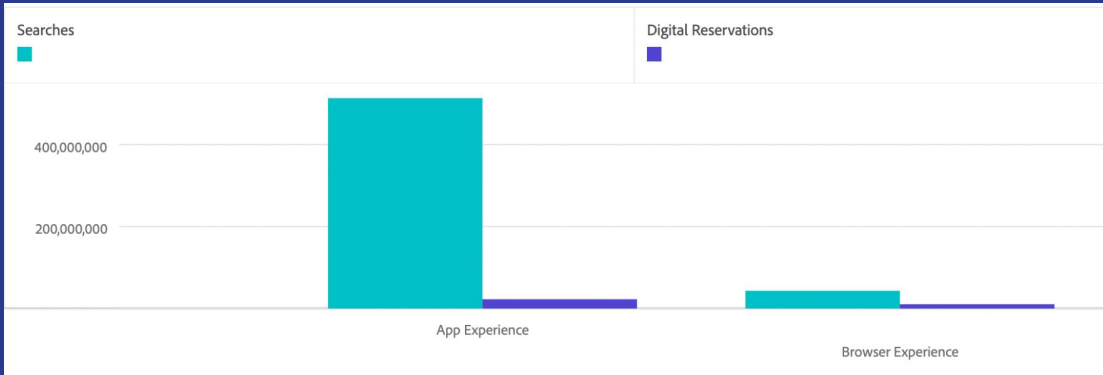
The background is a solid pink color. In the top right corner, there are several overlapping geometric shapes: a dark pink triangle pointing down and to the left, a medium pink triangle pointing down and to the left, and a dark pink square partially visible.

**What's keeping
mobile searches
from converting
into sales?**

App vs. Browser

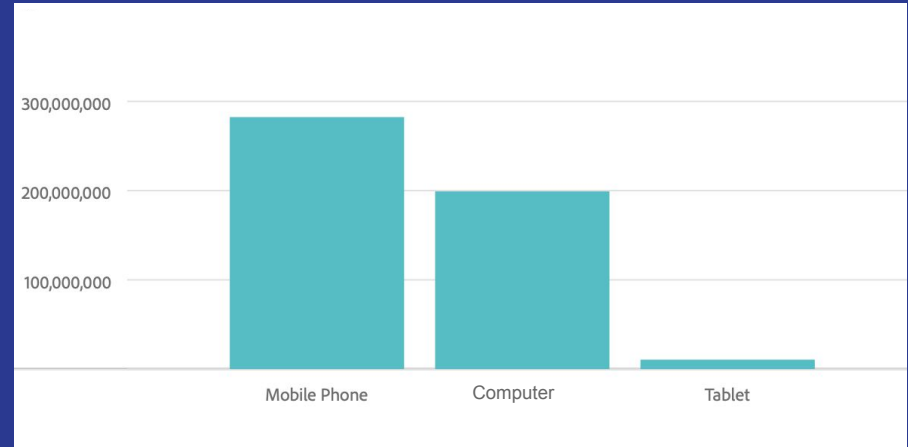


Computer: Digital Reservations and Searches




Mobile Devices: App vs. Browser Experience Searches and Digital Reservations

First Time Sessions




Number of First Time Sessions by Device Type



500%

Potential increase in Mobile Reservations

Next Steps

- Find out what's hindering the mobile experience:
 - Survey after reservation is made on mobile, desktop
 - Compare reservation process on mobile vs desktop
 - Reduce and simplify steps to make a reservation on mobile device
 - Improve site and app design efficiency using A/B testing
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Credits:

- Data Provided by Hilton
- Analysis completed by USU Data Analysts using Adobe Customer Journey Analytics



Rylie Draper



Oliver Heady



Hannah Calvin