06 - MEASURES - MAISON VERRE - REVENUE EXPERIENCE AUDIT

MEASUREMENT RECOMMENDATIONS

What to track so each change can be judged one vidence, not opinion.

MEASURE	HOW TO USE IT
Booking-step completion	Track progression from date selection to confirmation, before and after changes.
Booking abandonment	Identify where guests exit the flow and whether it shifts after terms are surfaced.
Direct-booking conversion	Compare direct bookings over a consistent period, accounting for seasonality.

*Demonstration content. Illustrative only. Findings shown are exampels of format, not results or guarantees.

HITONE STUDIOS