



Achieving Success with the Heritage Travel Campaign

A Case Study with Airbnb + 23andMe



Founded in 2008, Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb's people-to-people platform benefits all its stakeholders, including hosts, guests, employees and the communities in which it operates. The brand's accommodation marketplace provides access to 6+ million unique places to stay in 100,000+ cities and 191 countries and regions. With Experiences, Airbnb offers unprecedented access to local communities and interests through 40,000+ unique, handcrafted activities run by hosts across 1,000+ markets around the world.



Founded by Anne Wojcicki, Linda Avey and Paul Cusenza in 2006, 23andMe launched its Personal Genome Service® a year later. 23andMe's mission is to help people access, understand and benefit from the human genome. The company currently employs over 600 people, has sold more than 10,000,000 DNA kits, and ships its product to more than 50 countries worldwide.



Challenges

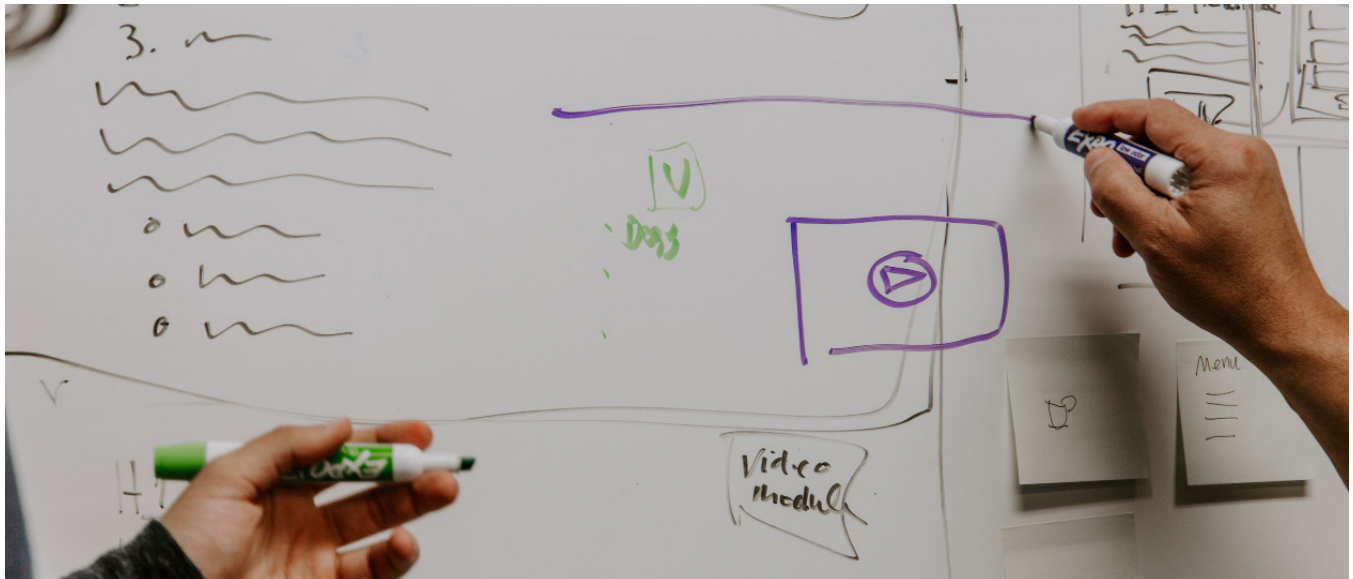
It has never been easier to learn about your ancestry given the rise of at-home genetic tests like 23andMe, and this has contributed to a growing trend where people around the world are taking trips to connect with their family history. That's why Airbnb and 23andMe teamed up to launch a communications program during Airbnb's "Family Month" in May 2019, ahead of the summer holidays, promoting their "Heritage Travel" concept to drive consumers to engage more with their roots and book heritage travel experiences – either locally through cultural heritage Airbnb Experiences, or traveling to someone's ancestral roots around the world.

The biggest challenges faced by the two global organizations in this joint campaign were the coordination of product integration and content collaboration, as well as securing the necessary technology, product and brand marketing resources. This included using a robust tool that could measure both combined and individual campaign performance to optimize strategies and demonstrate bottom-line impact.

CHRISTINE PAI

Communications Manager, 23andMe

We want to empower individuals to understand and access the benefits of their genetic code, including helping customers understand their heritage through travel. Thanks to Onclusive, it has been very rewarding to see how many people are taking advantage of exploring their ancestry through travel.



Solution

Airbnb and 23andMe were both already successfully using Onclusive prior to launching the Heritage Travel campaign, so naturally the Onclusive platform was selected to measure how the campaign achieved their key objectives:

- Develop, own and use the “Heritage Travel” theme as a joint platform to drive consumer engagement with Airbnb and 23andMe, leveraging existing trends around DNA travel.
- Make it easier to engage with genetic testing as a way to inspire DNA travel.
- Increase awareness for Airbnb Experiences – particularly in the cultural heritage category – and promote Homes as a way to connect with roots.
- Drive website traffic and new customer engagement for both Airbnb and 23andMe.

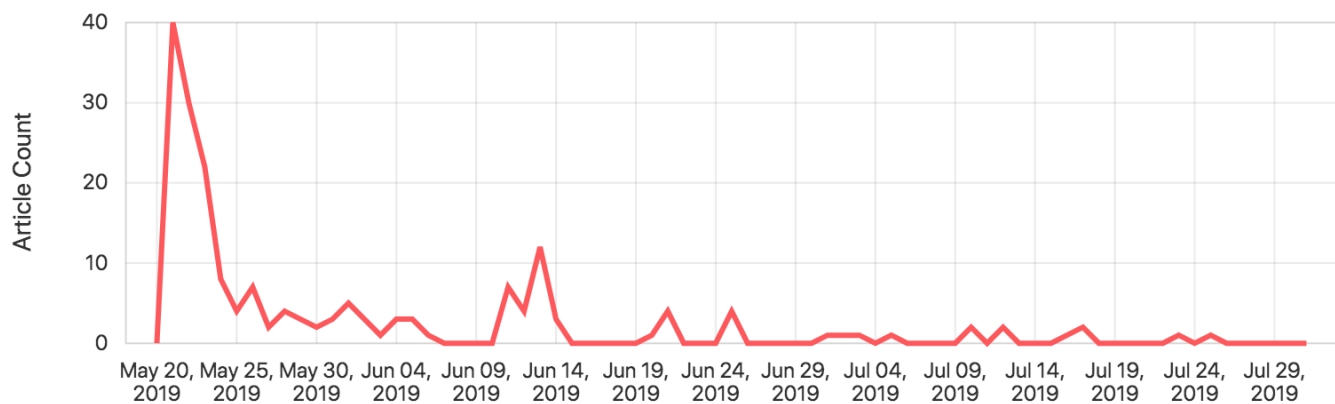


Results

The joint strategy for Heritage Travel involved a combination of messaging based on Airbnb consumer research that identified the percentage of consumers that have or would consider booking a vacation based on their roots or heritage; a custom online product integration that included an option to click through to ancestral populations and find Airbnb Homes and Experiences in the consumer's native countries upon receiving a 23andMe ancestry report; and a combination of owned and earned media executions.

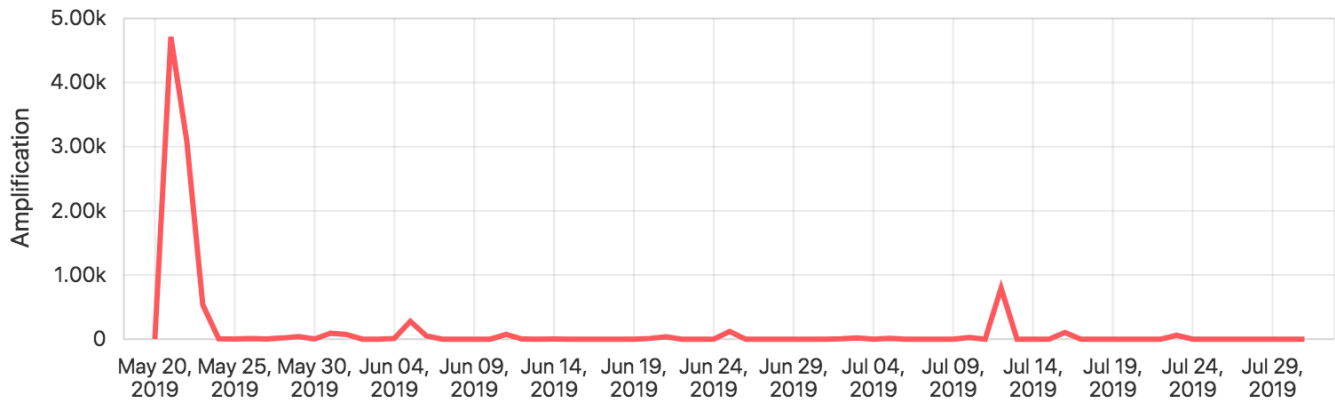
Almost 200 pieces of consistent media coverage indicating a major trend:

Between May 20th and July 31st, Onclusive measured 190 total articles worldwide, with 50% occurring during the first three weeks and the remaining 50% occurring consistently over the remainder of the period.



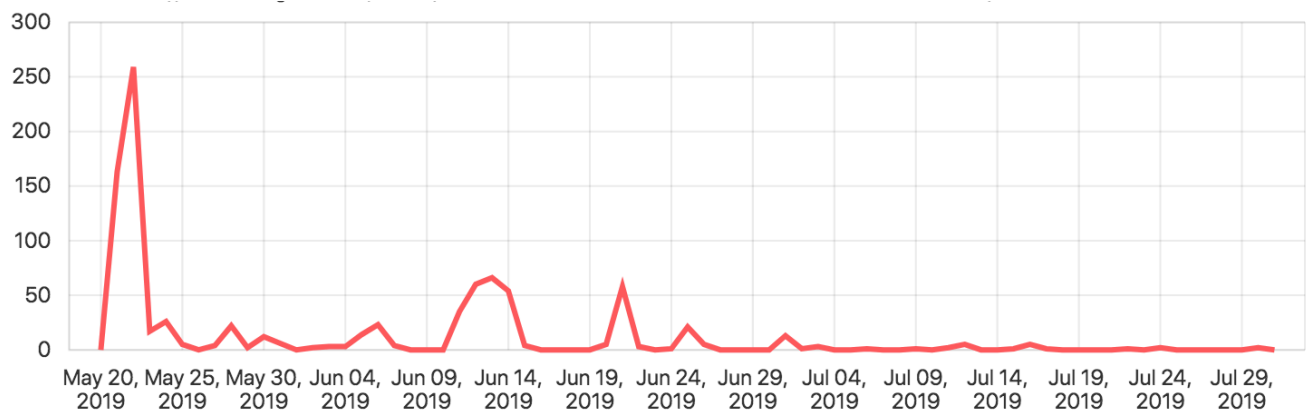
10,000+ social media engagements exceeding expectations:

Onclusive analytics showed that owned and earned media garnered 10,200 likes, shares, comments, re-tweets, and re-pins on platforms like Facebook, Twitter and Pinterest, exceeding the brands' expectations.



2,200+ website visits with unexpected insights:

Onclusive reported that the Heritage Travel campaign drove 2,215 visits to Airbnb and 23andMe's online properties, correlating closely to the media coverage with a large spike at launch and consistent activity thereafter. The campaign continues to drive website traffic today and is expected to continue to do so into 2020.



By using Onlusive's proprietary PR Attribution™ solution, Airbnb and 23andMe also measured how much traffic each piece of content drove. Here are some of the unexpected insights:

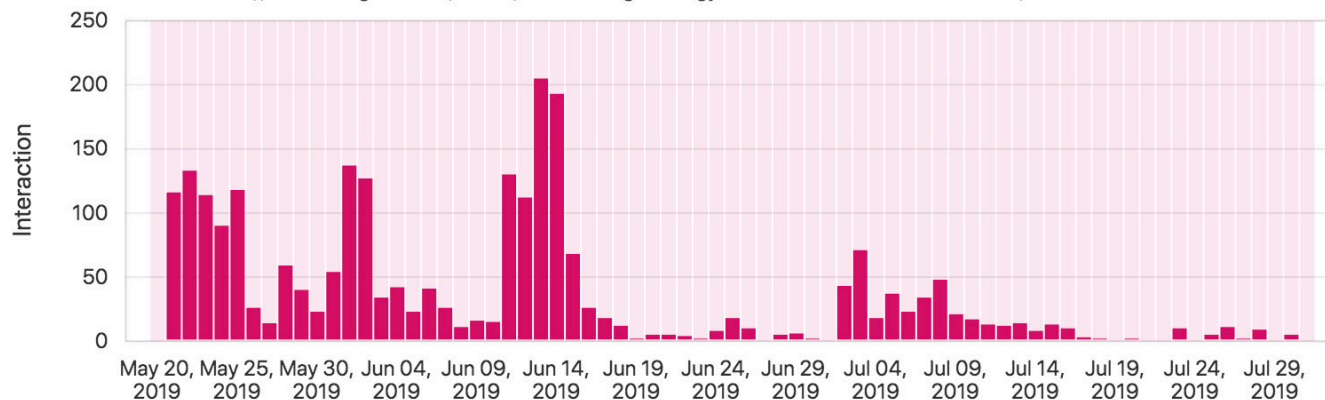
- Some of the same articles were top traffic drivers for both brands – for example, the official press release distribution on PRWeb was the #1 and #2 traffic driver, respectively.
- Local publications like Fox Television in Denver and Richmond Times-Dispatch in Virginia (US), lesserknown blogs such as New Statesman (UK) and Trazee Travel, and a niche biotech website called Stat News all shared the top performer list with the usual suspects like Condé Nast Traveler, which influenced future media outreach strategy for both Airbnb and 23andMe.
- 23andMe's own blog post was the #1 traffic driver to their website.

PRWeb Heritage Travel on the Rise with Airbnb and 23andMe Positive Sentiment United States	Jun 13, 2019
SYNDICATES: +8	TOTAL: 45
Condé Nast Traveler Airbnb and 23AndMe Will Help Plan a Trip To Your Homeland Positive Sentiment Megan Spurrell United States	May 21, 2019
SYNDICATES: 1	TOTAL: 26
FOX31 Denver Heritage Travel on the Rise Positive Sentiment Paula Haddock United States	Jun 21, 2019
SYNDICATES: 1	TOTAL: 22
Richmond Times-Dispatch BC-LIFESTYLE Positive Sentiment hrs United States	Jun 13, 2019
SYNDICATES: 1	TOTAL: 9
VentureBeat Airbnb teams up with 23andMe to recommend heritage travel destinations Positive Sentiment Kyle Wiggers United States	May 21, 2019
SYNDICATES: +2	TOTAL: 7
www.trazeetravel.com Airbnb, 23AndMe Help Customers Plan Trips to Homeland Neutral Sentiment erichmartin United States	Jul 01, 2019
	TOTAL: 6
www.insider.com People's DNA ancestry results keep changing as the sites gather more data: 'What's my real...' Neutral Sentiment STAT United States	Jun 25, 2019
SYNDICATES: 1	TOTAL: 6

blog.23andme.com Travel as unique as your DNA with 23andMe and Airbnb - 23andMe Blog Positive Sentiment andMe under United States	May 21, 2019
SYNDICATES: 1	TOTAL: 368
PRWeb Heritage Travel on the Rise with Airbnb and 23andMe Positive Sentiment United States	Jun 13, 2019
SYNDICATES: +8	TOTAL: 114
Vox Airbnb is partnering with 23andMe to send people on "heritage" vacations Positive Sentiment Gaby Del Valle United States	May 22, 2019
SYNDICATES: 1	TOTAL: 110
www.statnews.com As DNA ancestry sites gather more data, consumers' results are shifting Positive Sentiment Damian Garde United States	May 22, 2019
	TOTAL: 105
ApartmentTherapy Airbnb is Partnering with 23andMe, So Let Your DNA Plan Your Next Trip Positive Sentiment Kenya Foy United States	May 23, 2019
SYNDICATES: 1	TOTAL: 64
New Statesman The hidden dangers of Airbnb's partnership with DNA-testing ancestry company 23andMe Negative Sentiment Sanjana Varghese United Kingdom	Jun 11, 2019
SYNDICATES: 1	TOTAL: 62
Richmond Times-Dispatch BC-LIFESTYLE Positive Sentiment hrs United States	Jun 13, 2019
SYNDICATES: 1	TOTAL: 54

A detailed look into almost 3,000 website actions driven:

Onclusive helped both brands accurately measure the number of specific website actions influenced by their joint campaign: searches and accommodation bookings for Airbnb, and DNA testing kit orders for 23andMe.



Another interesting discovery was that while the top traffic drivers were also the top drivers of sales, the articles were in a different order – for example, the Richmond Times-Dispatch article that was at the bottom of top traffic drivers for 23andMe actually outperformed articles from sites like ApartmentTherapy and others in terms of sales.

PR Attribution™ from Onclusive is the only solution available today that reliably delivers powerful insights at this level of granularity to communications teams worldwide.

blog.23andme.com	May 21, 2019
Travel as unique as your DNA with 23andMe and Airbnb - 23andMe Blog	
Positive Sentiment andMe under United States	
SYNDICATES: 1	TOTAL: 723
PRWeb	Jun 13, 2019
Heritage Travel on the Rise with Airbnb and 23andMe	
Positive Sentiment United States	
SYNDICATES: 8	TOTAL: 274
Vox	May 22, 2019
Airbnb is partnering with 23andMe to send people on "heritage" vacations	
Positive Sentiment Gabby Del Valle United States	
SYNDICATES: 2	TOTAL: 218
www.statnews.com	May 22, 2019
As DNA ancestry sites gather more data, consumers' results are shifting	
Positive Sentiment Damian Garde United States	
SYNDICATES: 1	TOTAL: 200
Richmond Times-Dispatch	Jun 13, 2019
BC-LIFESTYLE	
Positive Sentiment hrs United States	
SYNDICATES: 1	TOTAL: 145
New Statesman	Jun 11, 2019
The hidden dangers of Airbnb's partnership with DNA-testing ancestry company 23andMe	
Negative Sentiment Sanjana Varghese United Kingdom	
SYNDICATES: 1	TOTAL: 142
ApartmentTherapy	May 23, 2019
Airbnb is Partnering with 23andMe, So Let Your DNA Plan Your Next Trip	
Positive Sentiment Kenya Foy United States	
SYNDICATES: 1	TOTAL: 105

SARAH ROY

Data and Insights Lead, Airbnb

At the end of the day, we wanted to inspire someone who hasn't considered heritage travel before. With advanced analytics from Onclusive, we now know that once people are exposed to the Heritage Travel earned or owned content, they are more interested in learning about their roots with 23andMe and more likely to take a heritage trip with Airbnb.



Key Takeaways

- By launching this innovative joint communications campaign, dedicated to promoting and enabling heritage travel, Airbnb and 23andMe explored and validated the role of travel in ancestral and cultural heritage.
- With robust analytics from Onclusive, Airbnb and 23andMe knew exactly which articles were the top drivers of social engagement, website visits, and website actions overall, as well as individually for each brand.
- Thanks to Onclusive, the two brands discovered the less likely blogs, niche content sites and local news outlets that drove business impact on par with Tier 1 media, to be considered in future campaigns.
- Finally, Airbnb and 23andMe learned that their own blog articles can be significant contributors to website traffic and sales and are worthy of future investment.



Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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