

SUCCESS FOR NATIONAL EXPRESS



14% Increase in Conversion Rate with Maxymiser Content MVT

NATIONAL EXPRESS COACHES

National Express engages Maxymiser to discover winning content to increase the performance of its ecommerce ticket booking processes. By testing variations of content with live visitors and discovering optimal calls to action, solicits and page layouts, National Express is able to effectively exploit inbound traffic. This reduces cost of customer acquisition by delivering a continual uplift in conversion rate to booking.

BOOKING OPTIMISATION

The National Express coach ticket booking website is an effective site based upon conversion performance benchmarking within its industry. However, funnel analysis revealed that the third page of the checkout process had a comparatively high abandon rate.

As the first stage of the National Express content optimisation strategy, a number of changes to key areas of this page were tested with live visitors whilst the success of each was optimised by measuring completed requests. Elements tested included:

- text copy used throughout the page
- the presentation of 'continue' solicits
- the layout of ticket detail information

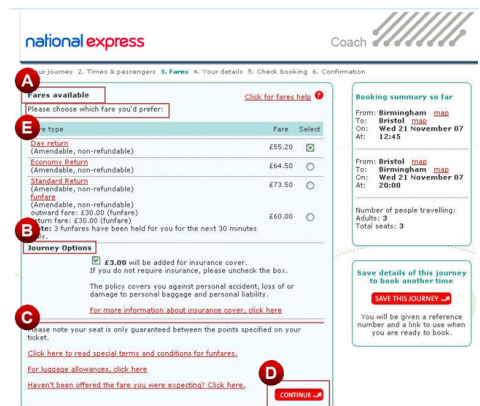
At the conclusion of the test, the best performing page combination had driven a 14% increase in conversion rate compared to the default. By adopting this improved page, National Express benefitted from a reduction in cost of acquisition across all channels.

SIGNIFICANCE

- National Express benefits from a **14% increase in conversion rate**, delivering a significant increase in ticket revenue.
- Maxymiser provided a sound statistical basis for the client to base their design choice on.
- Maxymiser empowered National Express to **take effective action to improve site performance**.

In summary, Kevin Milnes, Head of ecommerce at National Express commented *“Maxymiser’s technology has allowed us to gain valuable insight into the effect that copy has on visitors during a buying process. The 14% uplift we have gained through this initial engagement has lowered our cost per acquisition and allows us to be more competitive in our traffic acquisition efforts.”*

Before:



After:

