

SUCCESS FOR ON THE BEACH

30% Increase in Click Throughs With Maxymiser



OUR CLIENT

Maxymiser enables On the Beach to increase the performance of its website by proactively managing conversion rates through adapting site content based on response from live visitors. Through multivariate testing and showing the content proven to be most effective at driving sales, they are able to gain increased ROI from media spend.

BOOKING PROCESS OPTIMISATION

Within the holiday builder, our client had an abandon rate which was average for the travel industry but which offered headroom for improvement. The fourth stage of the process where pricing is confirmed and discount is applied was identified for testing as any improvement would have a significant impact on overall performance.

A number of variations to page content and layout were designed, approved and tested with live visitors whilst response was measured:

- The presence of an additional 'continue' button was tested at the top of the page
- Three reassurance icons were tested to the right of the page
- Various presentations of price and discount were tested

The winning page drove 30% more visitors proceed from this page to the payment page compared to the default.

SIGNIFICANCE

- Layout changes resulted in a **30% increase in click through rate**, significantly increasing the number of visitors proceeding to payment.
- By proactively managing conversion rate with Maxymiser, On the Beach were able to **take effective action to improve site performance**.

Alistair Daly, Marketing Director at On the Beach says; "The travel industry is going through tough times at the moment and therefore anything we can do to improve conversion is a no brainer and what Maxymiser helps us do is test all our theories on consumer behaviour live. By improving our conversion by 30% in less than a four week period, this has meant we can invest more effectively in our online acquisition channels".

Before:

After: