

SUCCESS IN TRAVEL

First Test Delivers 18% Increase in Seat Bookings



bmibaby

bmibaby engages Maxymiser to proactively manage conversion rate onsite through continually testing to discover winning content to improve performance. Making informed decisions on the most effective content is an essential part of removing the risk and guesswork from website management.

SEAT BOOKING OPTIMISATION

Against a backdrop of tightening margins in the low cost airline industry, the effectiveness with which bmibaby sells add-ons such as travel insurance and seat booking has become critical to success.

Maxymiser was handed the challenge of testing within the purchase funnel to increase paid for seat bookings without decreasing flight bookings.

A number of changes to the seat booking page were created, signed off, and tested with live visitors while their performance was monitored against default. Elements tested included:

- the call to action above the seat selector (A)
- the order and position of help text copy (B)
- right hand vs. left hand position of seat selector (C)

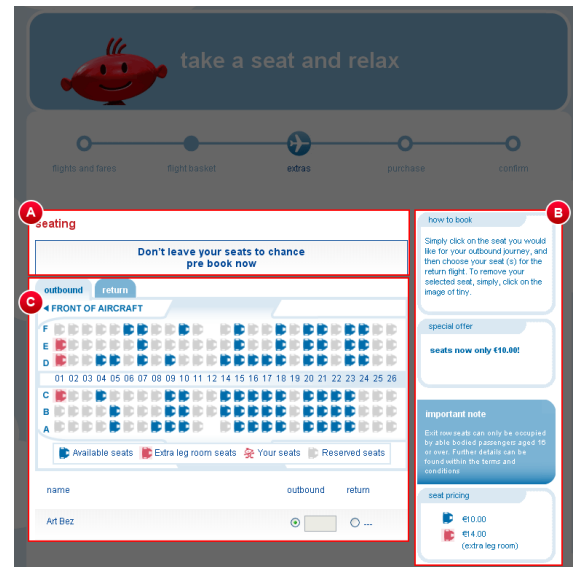
The winning content gave an 18% uplift in seat bookings whilst overall flight bookings remained constant. The call to action in area A and the repositioning of help text in area B were shown to have had the most significant effect on performance.

SIGNIFICANCE

- bmibaby will benefit from **18% uplift in seat bookings accounting for significant additional revenue, delivering an ROI of multiple times Maxymiser's fees.**
- Booking value is increased, **improving bmibaby's revenue per passenger** from online bookings.
- Maxymiser empowered bmibaby to **take effective action to improve site performance.**

Commenting on the results, Beth Gawthorpe, Online Brand Manager at bmibaby concluded "Maxymiser's work has significantly increased our margin on bookings. Making informed decisions online allows us to innovate faster than the competition and better serve our passengers."

Before:



Winner:

