



HOUSE OF TRAVEL REAPS REWARDS OF A/B TESTING

HOUSE OF TRAVEL BENEFITS FROM CUMULATIVE IMPACT OF CUSTOMER LED A/B TESTING PROGRAM

HOUSE OF TRAVEL

PRIMARY OBJECTIVES

1. Improve User Experience
2. Identify & eliminate 'friction points'
3. Increase revenue

CAMPAIGN

A/B Testing Program

RESULTS



House of Travel has been helping Kiwis see the world for almost 30 years and is one of New Zealand's most successful providers of travel experiences.

House of Travel is also a leader in travel technology, offering an award winning website allowing users to compare and book airline flights and holidays in an instant and now offers the HOT travel app which gives you access to all your travel requirements, where ever and whenever you need.

CAMPAIGN OBJECTIVE

While bookings can be improved by increasing investment in advertising and promotion to encourage awareness at the top of the funnel, House of Travel realise that to maximise sales and ROI, continual effort and focus on improving the on-site user experience and conversion needs to work in conjunction with advertising & marketing efforts.

HOT & FIRST initiated a program of work, looking to encourage more site visitors to book with House of Travel over competing brands, to minimise any unnecessary drop off points where site visitors 'gave up on the booking', or dropped out because of an unfavourable onsite experience or unanswered questions.

APPROACH

FIRST conducted a series of quantitative and qualitative research to ascertain how actual users interact with the website and to uncover opportunities for potential improvement & A/B testing candidates.

This included:

- User testing - Allowed visitors to show us their experience, where we could pick up on issues and insights we weren't aware of.
- Crazy Egg (heat mapping & form analytics) - to provide more context on how users were engaging with particular pages on the site.
- Qualaroo (customer surveys) - to prompt visitors to tell us why they're there and how their experience is going.
- Surveying the HOT call centre - gathered data from call centre and stores to identify common complaints. They're on the ground talking to visitors and customers every day, and hold a wealth of insight.
- Google Analytics - Conversion Funnels reviewed, and weak points identified
- Website best practice
- FIRST & HOT marketing team experience

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“FIRST have delivered invaluable conversion improvements across our site and we have already implemented various recommendations validated through A/B testing to enhance our visitor’s user experience and assist the online booking process to increase revenue. We value FIRST’s partnership and input in helping us lead the way for delivering the best travel experience’s for our customers.”

MIKE WILLIAMS
Analytics & SEO Manager,
House of Travel

The output was a collection of ideas and A/B testing opportunities, which were added to a testing pipeline, where tests based on ‘impact’ and ‘ease’ of implementation could be prioritised.

FIRST launched the testing program, essentially creating hypotheses and recommendations for the development of tests to run through Optimizely (A/B testing technology).

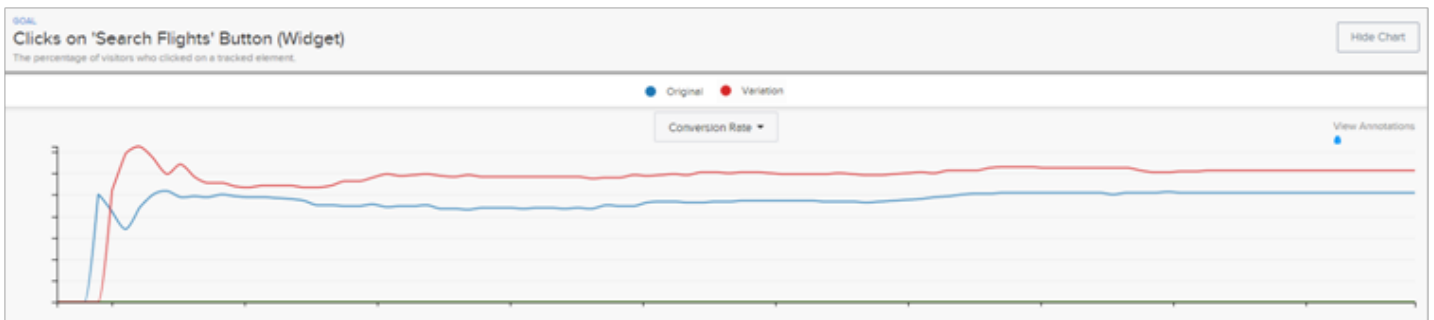
Over time, the cumulative uplift on winning variations developed across the site is expected to have a big impact on user experience, revenue and ROI from all marketing and advertising initiatives.

The repetitive cycle of ‘review results’ & ‘implement actionable insights’ → ‘refine tests’ → ‘conducting further tests’ is well underway and early results have been promising.

RESULTS

Some results across a variety of ‘tests’ include:

- Increased visitor interaction on the Search Flights’ widget by 33.5% - with increases in bookings and revenue recorded
- 19.2% increase in people clicking the ‘Book Online’ button
- Increased visitor flow on the Flight Search Results Page by increased clicks on the ‘Continue’ button by 5.9%
- Improved clicks by 43.4% on the online enquiry button & increased interaction rate on enquiry form submits by 7.2%



OVERVIEW						
Performance Summary						
Overall summary of experiment performance.						
UNIQUE VISITORS	Variations	Visitors	Engagement	Clicks on 'Book OnLi..	Total Revenue	Clicks on Booking ...
12,473	Original	6,306 50.6%	85.70%	35.98%	---	44.80%
DAYS RUNNING	Variation #1	6,167 49.4%	+0.8% 86.36%	+19.0% 42.81%	+27.0%	+3.5% 46.36%
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