



WILDERNESS DRIVES AHEAD WITH 43% GROWTH IN BOOKINGS

FIRST SERVES AS CATALYST FOR SIMULTANEOUS VISITOR GROWTH AND SITE ENHANCEMENT

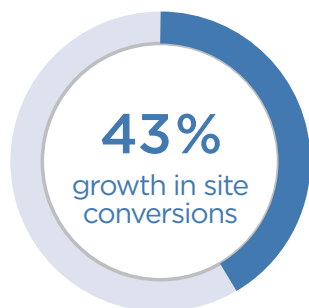
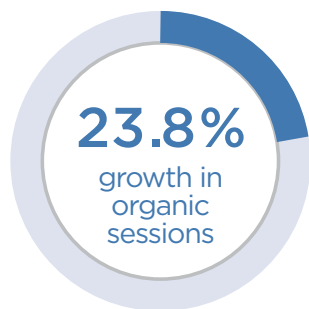


PRIMARY OBJECTIVES

1. Grow visitors from organic search
2. Grow enquiry and bookings

CAMPAIGN

Measurement, SEO and CRO for Wilderness Motorhomes



Wilderness Motorhomes was founded in 2004 by John Managh, who saw an opportunity to modify late model vans into a comfortable, practical and fun means of exploring the beautiful land he had grown up in. Designed on the back of a beer coaster and built in his uncle's garage, the first Wilderness campers were a huge hit with visitors.

But it was John's authenticity and tireless dedication to making customers happy that really got people talking. Having travelled extensively himself, he put himself in the shoes of the customer. In fact, they weren't viewed as customers, but as friends.

John's sister Mary joined in 2006 adding her business experience and passion for making a difference to the growing company.

In 2011, they imported a couple of German manufactured motorhomes to test in the New Zealand market. These came with features and a new level of design and construction expertise never seen before in New Zealand rental motorhomes. The German motorhomes were an outstanding success and as a result, Wilderness rental fleet is now fully European featuring Bürstner and Carado motorhomes.

OVERVIEW

GETTING ON THE RIGHT TRACK FOR ONLINE SUCCESS

Wilderness Motorhomes had previously been undertaking SEO work with a service provider, with reasonable results, however wanted to explore other possible partnerships to reach online revenue and growth targets.

Visitors from organic search had not increased significantly year on year and in many cases, online sales directly attributed to Organic Search had dropped.

Wilderness Motorhomes turned to FIRST to increase online sales and revenue by growing organic site sessions and improving the user experience and conversion rate of the site.

Based off an initial Google Analytics audit and data analysis, FIRST were able to quickly give context to their site's current performance, identify areas of weakness and opportunity, and propose digital streams of effort to make a measurable difference.

FIRST focused on improving results in three key areas to achieve:

Year-on-Year growth in sessions from organic: **+23.8%**

Year-on-Year increase in site conversions (bookings + enquiry): **+43%**

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“ Unlike most other rental providers in our market, Wilderness is solely an online business. Therefore, our online capability needs to be second to none. We believe that the online world is such a dynamic and fast moving place that we need the best in the business to inform and drive our online strategy. And that's where FIRST comes in.

What sets FIRST apart from the rest is not only their tireless focus on delivering results but the frequency and quality of their communication. That's why I can sleep at night knowing they're taking care of our online world, like their business depended on it. ”

MARY HAMILTON
Marketing Director,
Wilderness Motorhomes

APPROACH

REVVING UP LEADS AND SALES WITH FIRST'S DATA-DRIVEN APPROACH

Below outlines a summary of each focus area and initial steps taken.

1. ANALYTICS & MEASUREMENT

Better data helps to facilitate smarter decisions. Its importance cannot be understated when it comes to growing sales and revenue.

FIRST performed a complete review of how the Wilderness Motorhomes website was tracked and its success measured.

Based on the defined outcomes, FIRST:

- ✓ Implemented tracking requirements to fill any gaps
- ✓ Made corrections where needed
- ✓ Established a measurement framework to measure set key performance indicators important to the business

Additionally, FIRST implemented the following:

- ✓ Digital Measurement Framework
- ✓ Code upgraded to Universal Analytics, via Google Tag Manager
- ✓ Various goals (and goal funnels) setup as identified in the measurement framework to provide meaningful, and actionable metrics
- ✓ Different profile views created for the key markets, so data and customer behaviour can be viewed in context of each market
- ✓ Set up dashboards to collate and present important data
- ✓ On an ongoing basis, FIRST reviewed the data for insights and made recommendations to capitalize on opportunities

2. GROW SESSIONS THROUGH SEO

Customers derived from visitors finding Wilderness.co.nz through search represents the lifeblood of the business. Having a market leading product, exceptional customer service and raving fan base certainly help fuel growth. However, what's critical to their sustainable growth is a steady flow of new customers from around the world finding out about Wilderness Motorhomes while searching for vacation options in New Zealand.

FIRST set out to:

- ✓ Focus on optimisation for the specific regional countries - via on-page changes to content and off-page marketing in relevant communities and sites
- ✓ Provide further keyword research (by country)
- ✓ Revisit some of the on-page optimisation. In some cases, titles and descriptions were 'over optimised'
- ✓ Look to target more of the 'long tail' search by optimising deep pages
- ✓ Address some site speed issues
- ✓ Develop a strong content & inbound marketing strategy to guide efforts
- ✓ Implement & distribute of valuable content

3. ENHANCING THE USER EXPERIENCE AND GROWING BOOKINGS

By focusing on improving the on-site user experience and conversion of the site, results would be achieved far quicker than relying solely on advertising and promotion to increase sales.

FIRST implemented the following tactics:

- ✓ A complete review of the booking funnel and using A/B testing to scientifically improve the conversion rate.
- ✓ Conversion funnel reviewed, and weak points identified (as above)
- ✓ Additional data gathered e.g. click tracking / videos (crazyegg.com, inspectlet.com)
- ✓ Create hypotheses, and develop alternative pages
- ✓ Testing via Optimizely (www.optimizely.com)
- ✓ Review results, refine tests, and conduct further tests

