

# +91% CONVERSION INCREASE



## Case Study: Ski-Lifts

## BACKGROUND

### ABOUT

- Ski-Lifts is the leading provider of airport transfers to ski resorts throughout Europe and North America.
- Headquarters: Morzine, France

### GOALS

- Generate incremental sales by identifying and optimizing key conversion pages

### URL

- [ski-lifts.com](http://ski-lifts.com)

## RESULTS

### Organic Search Landing Pages

# 91.6%

Conversion Uplift

### Booking Pages

# 5.1%

Conversion Uplift

## HOW WE DID IT

### RESEARCH

#### QUANT ANALYSIS

Our strategy focused on high-impact changes with the biggest revenue potential: **homepage**, primary **landing pages** and **booking pages** - based on analysis of Google Analytics data (set up by us, since data was incomplete).

#### QUAL ANALYSIS

Analysis of voice of customer data - including **video playbacks**, **heatmaps** and **user testing** - revealed two types of user behaviour:

1. Users who immediately get a quote by using the quote generator
2. Users who read the page content for further information about the resort and/or Ski-Lifts

### DESIGN: ORGANIC SEARCH LANDING PAGES

Airport Transfers to Mayrhofen from Innsbruck, Salzburg and Munich  
<https://www.ski-lifts.com> > Ski Resort Information > Get a quote and book your airport transfer to Mayrhofen from Innsbruck, Munich and Salzburg online. Shared and Private Airport Transfers to Mayrhofen.

Google users search for airport transfers that are specific to their holiday resort:

Example search engine result

We designed a two-speed landing page:

1. Quickly providing the ability to get a quote
2. Providing resort information



Home > Ski Resort Information > Meribel Transfers from Geneva, Chambéry and Lyon

### Airport Transfers to Meribel



The closest airports are Chambéry, Lyon and Geneva Airports, with transfer times of between 2 and 3 hours.

#### GET A QUOTE AND BOOK YOUR AIRPORT TRANSFER TO MERIBEL

Book your airport transfer now

From:  To:

Outbound date:  Flight time:

One way only?  Adults:  Children:

- ✓ Adds utility with the booking widget
- ✓ Increases visual attention to the quote generator, positioning it above-the-fold
- ✓ Increases relevance with resort-specific imagery

**RESULT: +91.6%** conversion uplift

### BOOKING PAGE OPTIMIZATION

The form-heavy nature of the booking page had a **drop-off rate of 94%**. We installed form analytics on the Quote Page to identify form fields with high abandonment rates, 'time per field' and 'correction rates'.

Combined with insights from user testing and video replays, we created a 37-page functional specification as the basis of the brief for the web development team to enhance user experience.

The new user flow guides users from an initial travel quote through to final purchase:

Booked with us before? [Login NOW](#) to take advantage of your loyalty points.

Step 1

### Your Transfer Details

[Edit](#)

Outbound transfer		Return transfer	
Geneva	> Morzine	Morzine	> Geneva
Outward date	11th February 2017 <a href="#">edit</a>	Return date	18th February 2017 <a href="#">edit</a>
Flight time	17:00 <a href="#">edit</a>	Flight time	18:00 <a href="#">edit</a>
Adults	2 <a href="#">edit</a>	Adults	2 <a href="#">edit</a>
Children	2 <a href="#">edit</a>	Children	2 <a href="#">edit</a>

Need more than two transfers? For special travel arrangements, call us on +44 (0) 20 8819 7950

[PROCEED TO STEP 2](#)

Step 2

### Your Transfer Options

[Edit](#)

Transfers to suit YOU. Cancel anytime up to 7 days prior. No hidden fees.

£ € \$ CHF CAD

 <b>Economy</b> £314.18 £44.98 per person <a href="#">Book now</a> Best value shared transfer!	 <b>Shared</b> £314.18 £44.98 per person <a href="#">Book now</a> Shared transfer, shorter wait time	 <b>Private</b> £314.18 £44.98 per person <a href="#">Book now</a> No-wait door to door service	 <b>Private Coach</b> £314.18 £44.98 per person <a href="#">Book now</a> For larger group travel	 <b>Executive</b> £314.18 £44.98 per person <a href="#">Book now</a> Extra comfort in a luxury minivan.
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- ✓ Form optimization

- ✓ Progressive disclosure (proceed from step 1 to step 2, etc.)

**RESULT: +5.1%** conversion uplift

## SUMMARY

Combining quantitative & qualitative data ensures that:

1. Changes are made on priority pages (the 'money' pages); and
2. the nature of those changes will increase conversion rates.

83% of companies run experiments *without* supportive data (a hypothesis without evidence support is just a guess!). **Robust conversion optimization is a marriage of data findings to inform hypotheses.**