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

RESULTS

91.6%

Organic Search Landing Pages

Conversion Uplift

5.1%

Booking Pages

Conversion Uplift

that are specific to their holiday resort:

HOW WE DID IT

RESEARCH **QUANT ANALYSIS**

potential: homepage, primary landing pages and booking pages - based on analysis of Google Analytics data (set up by us, since data was incomplete).

Our strategy focused on high-impact changes with the biggest revenue

Analysis of voice of customer data - including video playbacks, heatmaps and

https://www.ski-lifts.com > Ski Resort Information *

Shared and Private Airport Transfers to Mayrhofen.

QUAL ANALYSIS

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

Airport Transfers to Mayrhofen from Innsbruck, Salzburg and Munich Google users search for airport transfers

DESIGN: ORGANIC SEARCH LANDING PAGES

Example search engine result We designed a two-speed landing page:

1. Quickly providing the ability to get a quote

Get a quote and book your airport transfer to Mayrhofen from Innsbruck, Munich and Salzburg online.

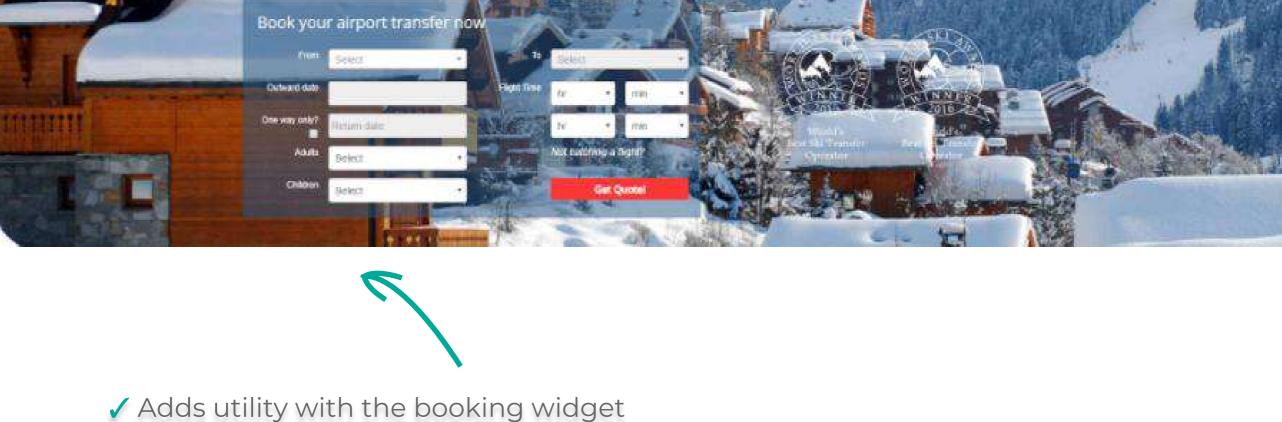
2. Providing resort information

Airport Transfers to Meribel The closest airport are Chambery, Lyon and Geneva Airports, with transfer times of

Home > 5ki Resort Information > Meribei Transfers from Geneva, Chambery and Lyon



between 2 and 3 hours.



- ✓ Increases relevance with resort-specific imagery
- **RESULT: +91.6%** conversion uplift

✓ Increases visual attention to the quote generator, positioning it above-the-fold

abandonment rates, 'time per field' and 'correction rates'.

purchase:

Economy

£314.18

£44.98 per person

Shared

£314.18

£44.98 per person

BOOKING PAGE OPTIMIZATION

Combined with insights from user testing and video replays, we created a 37page 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

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

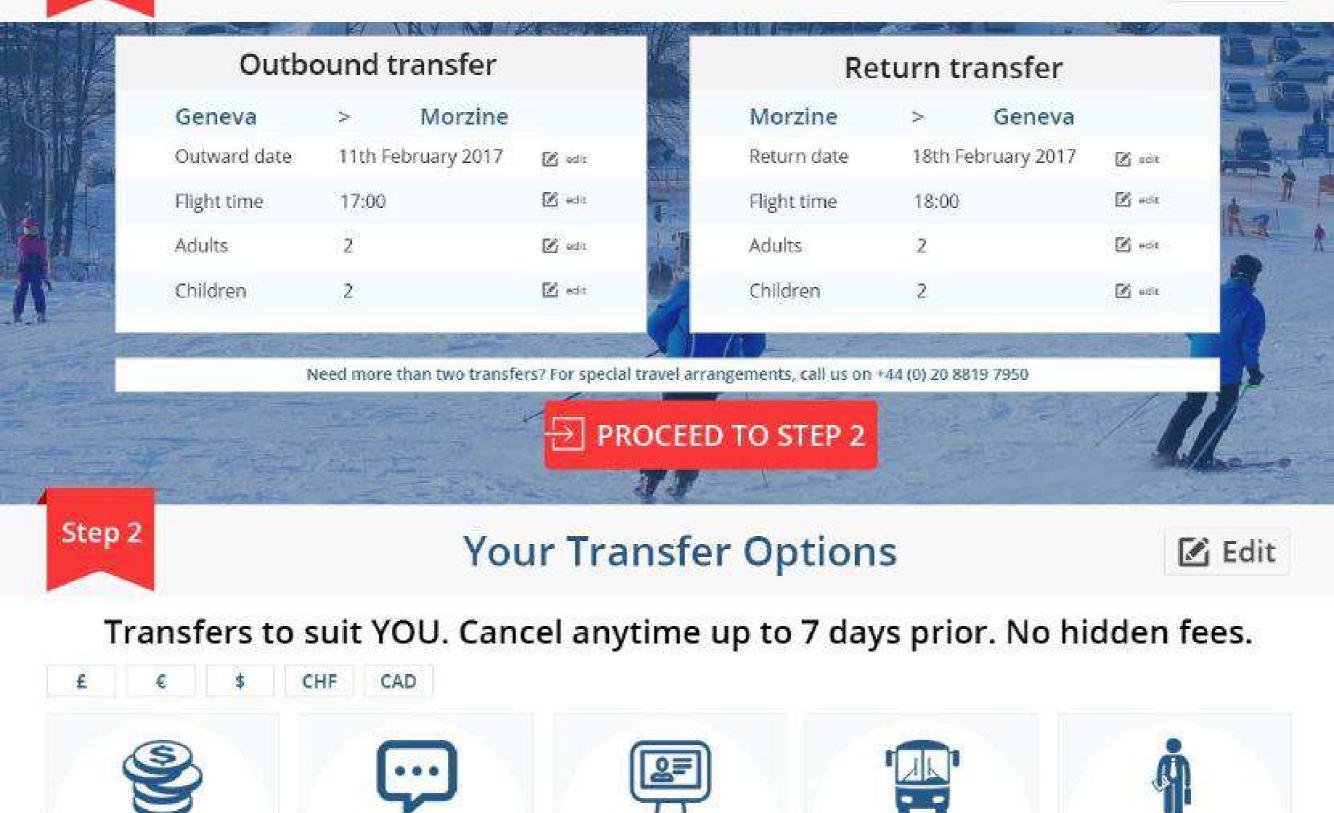
Booked with us before? Login NOW to take advantage of your loyalty points. Step1 Your Transfer Details

☑ Edit

Executive

£314.18

£44.98 per person



Book now Book now Book now Book now **Book now**

Private

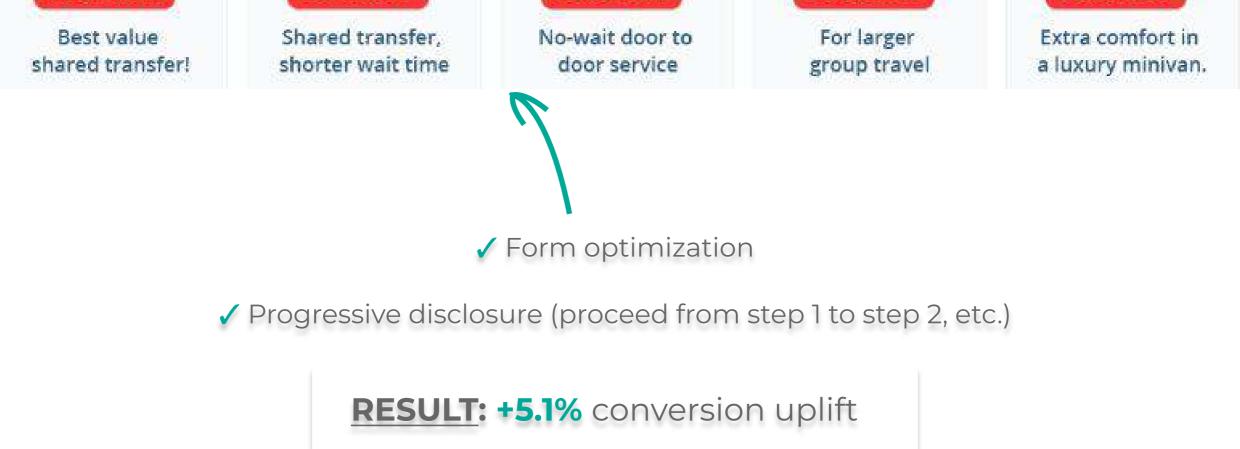
£314.18

£44.98 per person

Private Coach

£314.18

£44.98 per person



SUMMARY

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

Combining quantative & qualitative data ensures that:

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.

hello@hostdgtl.com **Host Digital Ltd. Ski-Lifts - Case Study**