+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

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, Innsbruck and Salzburg online.
Shared and Private Airport Transfers to Mayrhofen.
Example search engine result

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

We designed a two-speed landing page:

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

✓ 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:

✓ Form optimization

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

RESULT: +5.1% conversion uplift

SUMMARY

Combining quantative & 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.**