



A/B testing a Reassurance Message created a 25.18% conversion rate uplift

BACKGROUND

In 2005, two amazing entrepreneurs founded a startup called travelplanet24. Like many success stories, this one started with two friends, Philipp Brinkmann (CEO) and Kristof Keim (CCO).

Philipp and Kristof started by cornering a niche market. An ingenious idea of selling online ferry tickets in Greece and catering to the needs of local and foreign visitors.

If you've ever been to Greece, you'll understand why island hopping is popular across the Ionian, Aegean and Mediterranean seas. Their focus from ferry tickets quickly grew to include airfares, rail ticketing, and car rentals. Their localization and business in Greece soon expanded to encompass global markets.

Today, tripsta is recognized as a leader in the travel industry. Together with airtickets, and travelplanet24, they are preferred by over a million global travelers per year and cater to 45 languages for destinations all over the world.

CHALLENGE

Many similar websites offer the same website layout and purchase format. Our aim was to address the buyers' hesitation and increase the chance that they continue and complete purchase.

The process of confirming/ purchasing a ticket was in 6 easy steps.
Search -> Search Results -> Passenger Information -> Additional options -> Payment -> Confirmation

Our research and analysis found that the 'Passenger Information' page received 80% of the total website traffic. If you've ever booked a flight, you can relate to the logical and user friendly step after having confirmed a number of travel details, specifications and selecting the 'best' deal.

SOLUTION

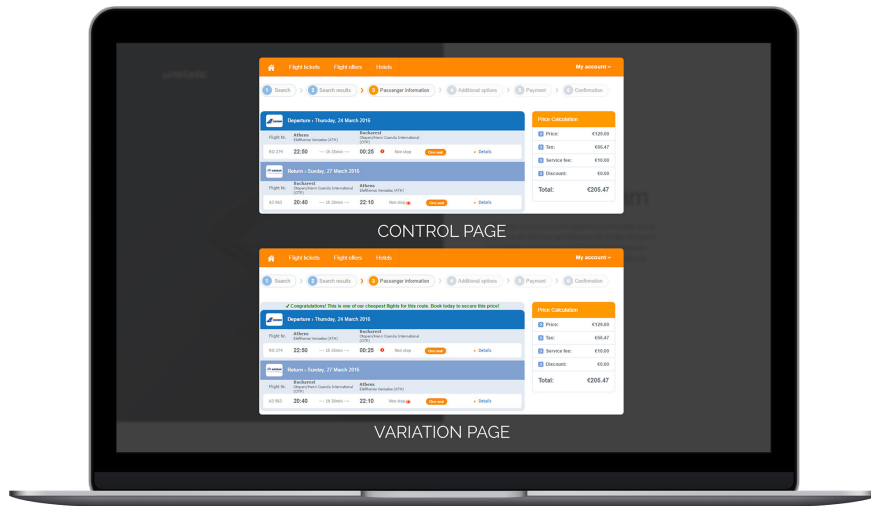
The Omnicomvert treatment created an A/B test experiment on the hypothesis that the Passenger Information section is a key landing page for the website. Price comparison information from supplier websites is directed here. Based on this insight, it was proposed that a reassurance message on the "Passenger information" step would positively engage and assist in the decision of the buyer to continue through to check out.

This was based on the choice-supportive bias principle: a decision in the present is influenced by positive experiences from the past. So for this case, visitors that selected their ideal flight were reassured about making the right choice. This was the 'best deal', the cheapest flight and their decision was correct.

Omniconvert deployed an A/B test on the "Passenger information" step from the reservation funnel. A message was added above the flight's details;

"Congratulations! This is one of the cheapest flights for this route! Book today to secure this price!"

When tested over a two week period, the traffic was split evenly (50/50) between the control page that was unmodified and the variation that contained the reassuring message.



RESULTS

On control, the conversions to sale completion were much lower when compared to the variation page. In this experiment, there were over 6000 views tested and it ran for just over two weeks.

The A/B test showed that the reassurance message brought:

- +25.18% lift in conversion rate
- +26,55% lift in revenue
- Over 95% statistical relevance achieved

When running A/B tests, it is important to test with impact and target the key areas of your website. Areas of low traffic take far too long to reach statistical relevance. The more traffic, the faster the test. The faster the test, the more successful variations can be permanently deployed.

The tests, when valid and successful, can potentially generate more income on a monthly basis, EVERY month. Always research and understand your website. Focus attention to key high traffic areas where you can gain the most in the shortest possible time.

If you haven't tried A/B testing yet, try the Omnicomvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start INCREASING conversions and skyrocket your website performance today! www.omnicomvert.com

