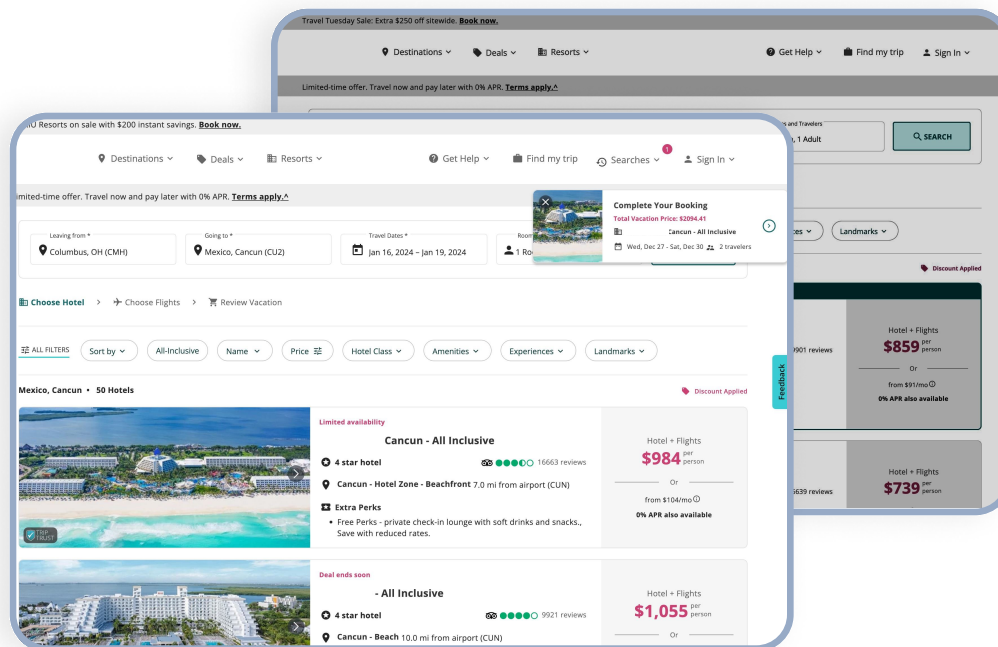
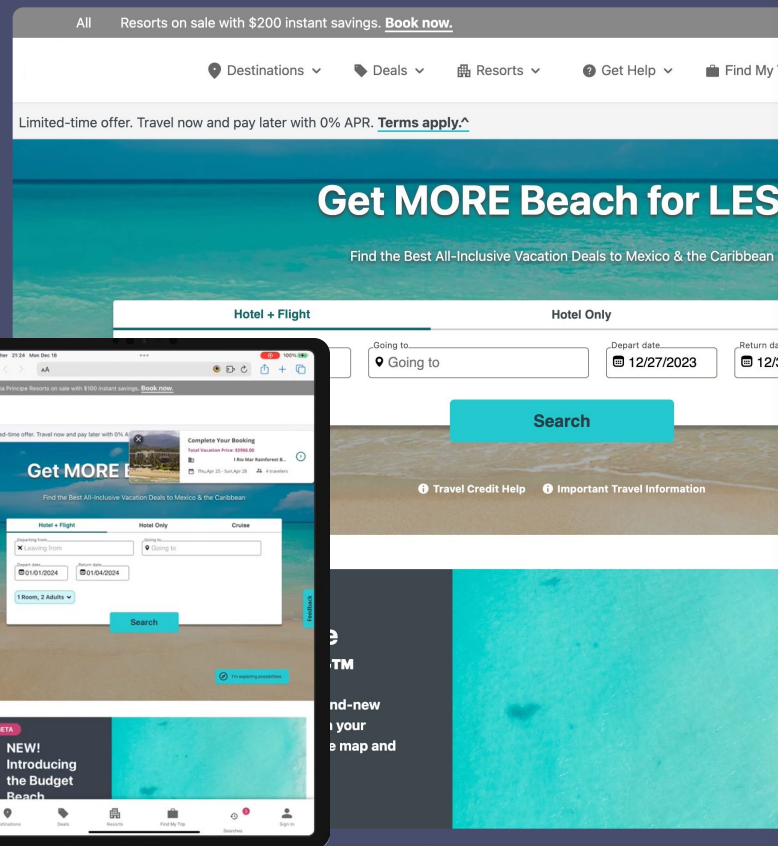




Turning Clicks into Trips by Reducing Friction for High-Intent Users

As a major player in the travel industry, our client recognized the need for a smooth booking process on their website - but they weren't sure how to benchmark their customers' experience or how to optimize their process without unnecessary risk. Instead of going it alone, Cro Metrics helped them define their best opportunities for optimization, implement high-impact solutions, and protect their competitive edge.



Through One Optimization We Increased:



Annual revenue
impact by **\$700k**



Conversion rates
by **2.5%**

The Cro Metrics Process

Our strong culture of experimentation allows our experts to break down and test through every challenge. With over 30k tests in our database, we always have a strong foundation to start from.



The Challenge

The multi-step booking funnel required users to make multiple selections each time they visited the site. This process, which took 5-10 minutes per session, created frustration for users who had to re-enter their trip preferences, often leading to abandoned bookings.

Our Hypotheses

We hypothesized that by enabling users to quickly return to their saved vacation summaries, the company would see an increase in completed bookings. This approach focused on improving the user experience for high-intent customers who were ready to finalize their travel plans, ultimately boosting conversion rates.

The Results

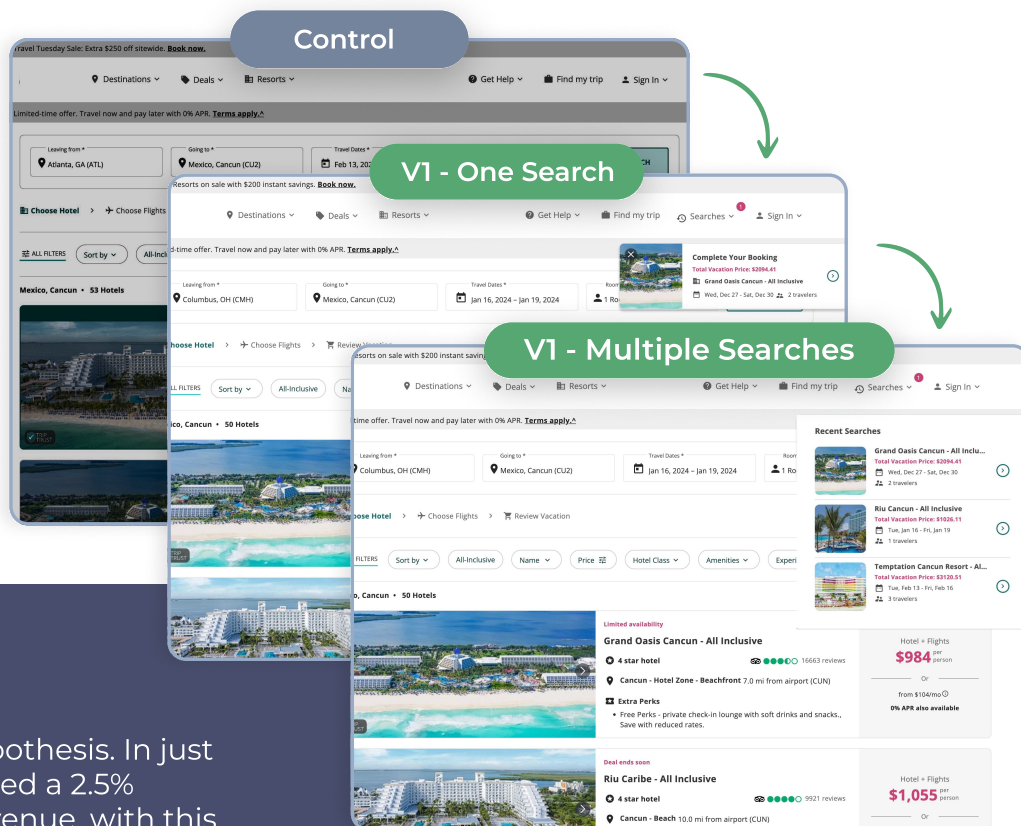
The results validated our hypothesis. In just over a month, the test revealed a 2.5% increase in bookings and revenue, with this positive trend continuing to grow and drive more bookings even now.

Initially, the impact was modest because users were in an exploratory phase during their first interaction with the funnel. However, as they returned with a clearer intent to book, the ability to quickly access their previous vacation summaries became a key factor in driving conversions. The "Complete Your Booking" conversion rate continued to see a steady increase, demonstrating the importance of reducing friction for high-intent users and its direct impact on driving revenue growth.

The Experiments

We altered the buy flow by introducing a "Complete Your Booking" button on the homepage.

- ➔ This feature allowed users to return directly to their saved vacation summaries, eliminating the need to repeat the entire selection process.
- ➔ The streamlined experience reduced user friction and made it easier for customers to complete their bookings.



Learn more about how Cro Metrics can help your business stay ahead of the competition at crometrics.com