making
science

Success
Cases

Pibank

IMPROVE USER JOURNEY

+179%
Mobile
Conversion Rate

+16%
Onboarding
process
completion

BOOST MOBILE EXPERIENCE

60% of the traffic generated in www.pibank.es is generated from mobile devices. However, the percentage of users who visited the product pages from mobile and then progressed to onboarding for recruitment was very small.

MAXIMIZE AWARENESS OF THE NEW PRODUCTS

We decided to highlight the conversion elements on mobile, making them more visible so users could easily access the onboarding of recruitment.

DIA

MAXIMIZE REVENUE

+30% .... +22.7%

Conversion Rate   Transaction Rate

USER JOURNEY OPTIMIZATION

Convenience Stores Dia (6,600 Stores in Spain, Portugal, Argentina and Brazil) detected the need to improve the flow of users who advanced from the product lists to checkout. For 2 years we worked hand in hand, focusing on each step of the purchase funnel to optimize it.

HIGHLIGHTING CONVERSION TRIGGERS

Thanks to the data collected we were able to test product pages with the highest conversion to purchase and not so obvious specific elements and functionality that demonstrated to have a major impact in the conversion rates and user navigation.

Mango

IMPROVED USER JOURNEY

+4.5% · · · · · · · · · · · · · · **+3.85%**

Mobile
Conversion Rate

Direct Impact on
Sales

MOBILE USER JOURNEY OPTIMIZATION

MANGO observed that the traffic of its website from mobile devices was constantly increasing, it decided to apply the valuable information it had obtained with Google Analytics 360 to improve the user experience of consumers and increase the percentage of conversions.

SEGMENTED AND PERSONALIZED EXPERIENCES

To do this, it was proposed to personalize the experience in all the steps of the conversion funnel. Showing users who were browsing from mobile and by different user segments, custom value proposition and copies.

MANGO

Camiseta
9,99€

PANTALÓN
19,99€

SHOP AT MANGO.COM

L'Oréal Paris

PERSONALIZED EXPERIENCES

+97.5%......... +16%
Engagement   Page Views

ENGAGEMENT IMPROVEMENT WITH PERSONALIZATION

L'Oréal's main goal was to increase the number of new consumers registered at L'Oréal Paris by personalizing the consumer experience according to their relationship with the brand as well as increasing engagement with these users. The brand sought to personalize the messages according to the type of consumer or audience.

SEGMENTED AND PERSONALIZED CALL TO ACTION

To do this, a series of target pages selected to showcase a message encouraging participation in a giveaway that was customized based on user type. GA360 to Optimize 360 facilitated sharing of audiences.

ILUNION Hotels

MAXIMIZE REVENUE

+70% ·············· +790%
Registrations

Direct impact on email generated Sales (1 year later)

LOYALTY CLUB MEMBERSHIP OPTIMIZATION

Ilunion Hotels has a Loyalty Club called 'Unique Clubs'. Members enjoy special discounts at all the hotels in the chain. Initially, the registration to this club did not perform as expected, it was not even well known among users.

INCREMENTAL SALES VIA EMAIL TO MEMBERS OF THE CLUB

The registration to Unique Club membership was highlighted in the product lists, along with a more aggressive message. The goal was to increase membership to be able to capitalize it with specific offers for its members.

Aquilea

MAXIMIZE REVENUE

+56%
Increased #Leads

ANALYTICS AND BEST PRACTICE IDEATION

Using a data-driven methodology and best practices from various competitive benchmarks (APPS, Gaming) considerably improved the user flow and navigation.

ENGAGEMENT AND TIME ON SITE

Improved navigation facilitated users product exploration and guided them to a store where to purchase those products.

UNICEF

MAXIMIZE REVENUE

+86% ·············· Conversion Rate

+47% Direct Sales

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unicef | para cada infancia

¿Te gustaría hacer algo extraordinario hoy?

Hazte socio. Elige tu aportación mensual.

| 15€ | 25€ | 35€ | Otra cantidad |

Con **25€ al mes** durante un año, podemos proporcionar tratamiento completo contra la desnutrición a 7 niños.

Déjanos tu email — Email - OBLIGATORIO*

QUIERO HACERME SOCIO
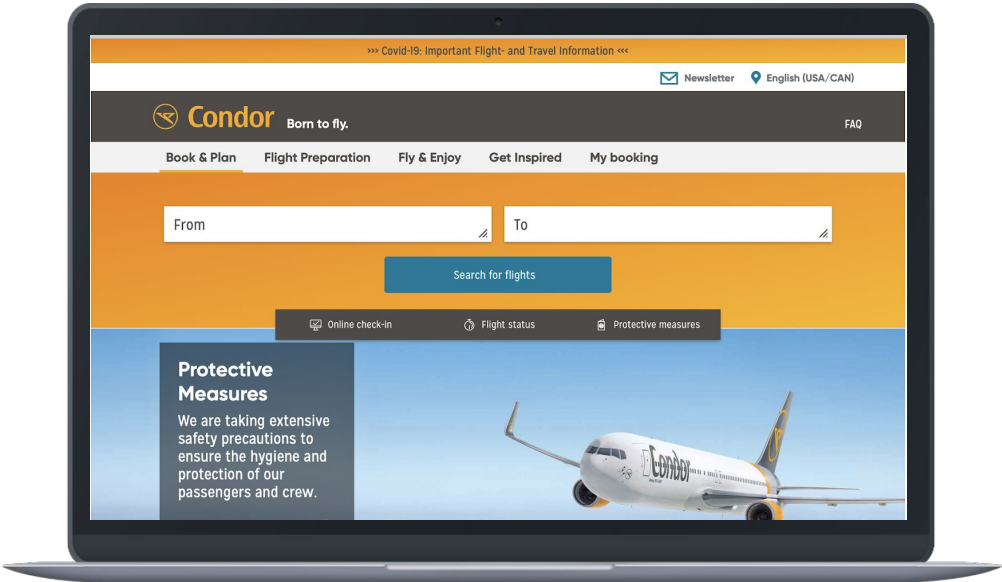
34

Condor

MAXIMIZE REVENUE

+9%
Conversions

CONVERSION RATE OPTIMIZATION & INFORMATION

Covid-19 Updates, Merchandising , Promotions and various A/B Tests in specific areas of the site to improve overall conversions.

PERSONALIZATION

Personalized experiences with Geo-Location. Impacted "Manage My Booking" experiences.

Examples

# Royal Caribbean

MAXIMIZE REVENUE

+45%
Online Revenue

CONVERSION RATE OPTIMIZATION & INFORMATION

5+ years of experience with Conversion rate Optimization, Merchandising and Personalization with cruises and post cruises purchases (shore excursions, beverage, dining, internet and spa)

PERSONALIZATION ON THE COMPLETE USER JOURNEY

Merchandising , Promotions , New features , Personalization, Geo-Location.
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Examples
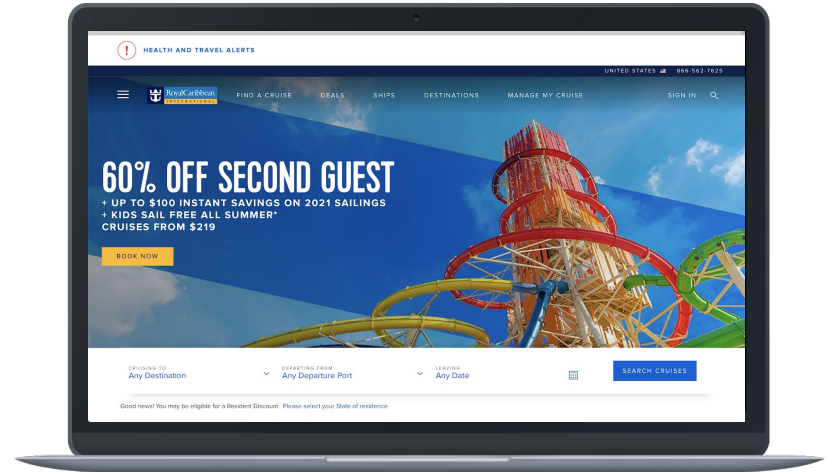
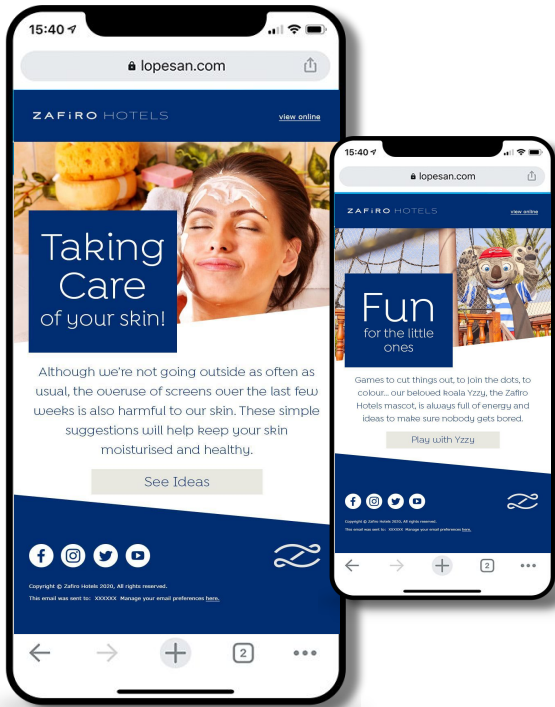# Zafiro Hotels

MAXIMIZE REVENUE

+18%
Direct Sales

CONVERSION RATE OPTIMIZATION

Using primary data to better understand behavior, we modified designs, content, user journey steps (Including email) to improve the overall experience and increase profits.

SEGMENTED OFFERINGS

Strategy , Design, Development, Analytics, overall User Journey optimization.

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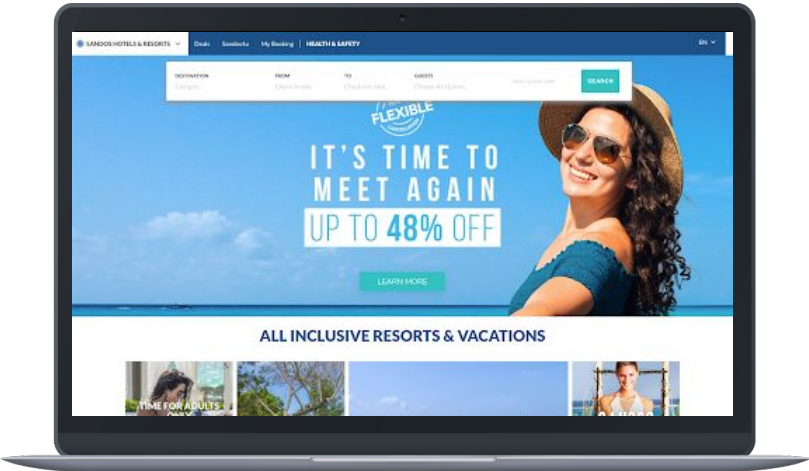# Sandos Hotels

MAXIMIZE REVENUE

+25%
Funnel Entries

CONVERSION RATE OPTIMIZATION

Implemented CRO strategy to personalize experiences across different hotels to improve conversion

SEGMENTED OFFERINGS

Strategy , Design, Development, Analytics, overall User Journey optimization.

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Examples

Celebrity Cruises

MAXIMIZE REVENUE

100

Personalized
User Journeys

CONVERSION RATE OPTIMIZATION

Using AI to push personalization effort across site by understanding user behavior and user traits (family, couples, groups, New to Cruise, New to Brand, Luxury, Lifestyle, Deal Oriented)

SEGMENTED OFFERINGS

Strategy , Design, Development, Analytics, overall User Journey optimization.

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Examples

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Azamara Cruises
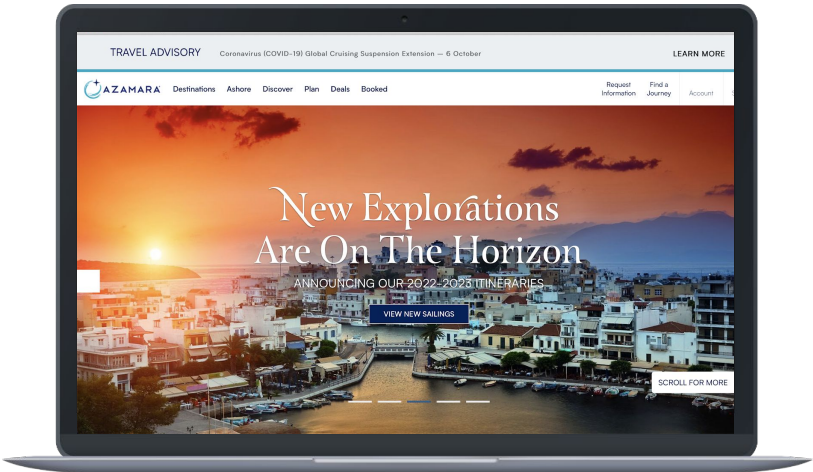
MAXIMIZE REVENUE

+33%
Direct Bookings

CONVERSION RATE OPTIMIZATION

Focused on luxury vacation travellers for personalization efforts to increase orders across devices

SEGMENTED OFFERINGS

Promotions , merchandising , building features for senior citizens..

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Examples

40

Trushield

MAXIMIZE REVENUE

+15%
Lead Generation

CONVERSION RATE OPTIMIZATION

Redesign of the "Get a Quote process" on mobile to acquire leads and qualify buyers