

# Conversion Rate Optimization

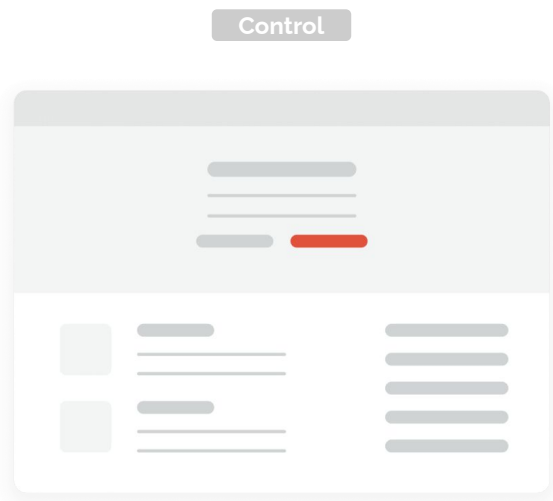
Sharing some success cases

October 2021



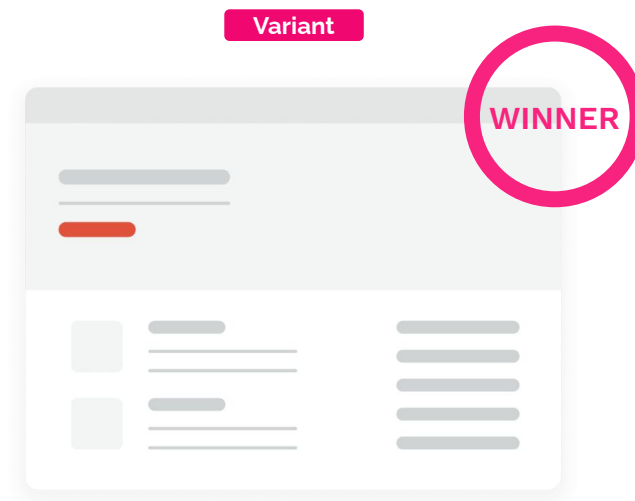
## What is CRO? *A quick reminder...*

- CRO is the practice of **increasing the percentage** of users who perform a **desired action** on a website.
- We do this by running **A/B tests** also known as '**experiences**' or '**split tests**'.



Conversion Rate: 

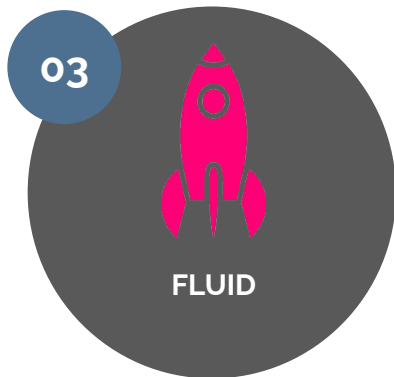
Revenue: 



Conversion Rate: 

Revenue: 

# CRO Testing Maturity Levels. *Building to a Culture of Experimentation...*



**STRATEGY:**

Sporadic testing

Foundational strategy for specific products

Critical to product and Business planning

**SOURCE:**

Testing team only

Marketing & Product share ideas to test

Regularly submitted across whole business

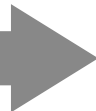
**SCOPE:**

Ad hoc pages

Full acquisition journey

Logged-in experiences, platform, apps, IoT

Growth through Business Value





## Example # 1

# Trushield Insurance

### OPPORTUNITY IDENTIFIED

A **73% decrease** in lead form completions from the homepage - comparing Jan-May 21 vs Aug-Dec 20.

Summer is prime time for businesses to be affected by natural disasters.

### HYPOTHESIS

A/B test presenting users with an identifiable problem first then a solution. This will create urgency to purchase insurance coverage and 'request a quote'.



Homepage



All Users



Mobile & Desktop

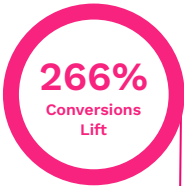
### METRICS TO TRACK

Conversions - completions of the lead form (people that reached the Thank You page) from the 'Request a Quote' button.

# Example # 1

## Trushield Insurance

making science | CLIENT



vs.Control

Control

**TruShield Insurance** Who we are | Business Insurance | Personal Insurance | Insurance FAQ | Resources | Request a quote

### Business insurance shouldn't make you feel like this

Whether you're a consultant, a contractor, or a retailer, Trushield understands the unique risks your small business faces. Our expertise can help protect the business you've worked so hard to build.

[Start your quote](#)

### Your small business is unique—your insurance should be too.

We know you don't want to talk about business insurance, but you need it. Now take a deep breath and tell us what you do:

**I work with my hands.**  
I build, install, or fix things.

**I sell goods.**  
I sell goods from my own store, from home, or online.

**I provide a service.**  
I provide professional, creative, or consulting services.

Variant

**TruShield Insurance** Who we are | Business Insurance | Personal Insurance | Insurance FAQ | Resources | Request a quote

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[Learn more](#)

**Insuring your summer business**

The dog days of summer are finally here, which means many seasonal businesses are up and running, while other year-round operations are in the thick of their...

[Learn more](#)

**4 safety tips for outdoor workers in summer**

It's no secret that there are lots of hazards on a typical job site, that why we're sharing these safety tips for outdoor workers. Outdoor workers are aware that power...

[Learn more](#)



## Example # 2

# AM Resorts

### OPPORTUNITY IDENTIFIED

There was a **25% bounce rate** on the search results page.

Consider updating the primary and secondary button styles so the main CTA stands out.

### HYPOTHESIS

A/B test these different button styles for all users to experiment how a visual cue via button styling performs on funnel progression.



Search Results Pages




All Users



Mobile & Desktop

### METRICS TO TRACK

Clicks on Book Now



### DREAMS CURACAO RESORT & SPA


Dreams Curacao Resort, Spa & Casino is nestled on the sandy beaches of Ricardo's Bay, part of the southern coast of the unique island of Curacao, with a prime location near one of the world's most played fishing sites, and a...

[DISCOVER MORE](#)

Sort By: Price: Lowest to Highest

---

### Deluxe Partial Ocean View Double



**Unlimited Nights**

**UNLIMITED**

- 25% discount on accommodations
- Free early check-in
- Free late check-out
- 25% discount on spa and select resort extras
- Resort VIP Services
- & more!

\*Some restrictions apply

**Hot Hot Hot**

**PROMOTION**

- Savings up to 40% off
- \$200 in resort coupons

[View More Details>>](#)

TOTAL / NIGHT

**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

[BOOK NOW](#)

TOTAL / NIGHT

**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

[BOOK NOW](#)




## Example # 2

### AM Resorts

making science | CLIENT

#### Control



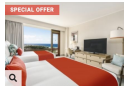
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[DISCOVER MORE](#)

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#### Deluxe Partial Ocean View Double



**SPECIAL OFFER**

The Deluxe Partial Ocean View room features two double beds, furnished private balconies with partial ocean views, and 40" TV. All the rooms have a walk-in shower & bathtub.

#### Unlimited Nights

**PROMO**

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TOTAL 7 NIGHTS  
**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

[BOOK NOW](#)

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[View More Details>>](#)

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[ADD TO MY TRIPS](#)

[BOOK NOW](#)

#### Variant



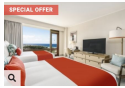
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[ADD TO MY TRIPS](#)

[BOOK NOW](#)

#### Hot Hot Hot

**PROMO**

- Savings up to 40% off
- \$200 in resort coupons

[View More Details>>](#)

TOTAL 7 NIGHTS  
**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

[BOOK NOW](#)

Ran for  
**42 days**

**16%**  
Lift in clicks to  
book now

vs.Control

# Bershka

## Example #3

# Bershka - Clothing/Retail

### OPPORTUNITY IDENTIFIED

**Lack of cross-selling elements** in the product page.

Consider adding a new "recommended for you" block to increase the chances of purchase.

### HYPOTHESIS

A/B test the addition of a recommendations block vs not having it, to verify that it increase the add to carts. Also, test different recommendation strategies depending on the user's type.



Product page



All Users (signed in & not signed in)

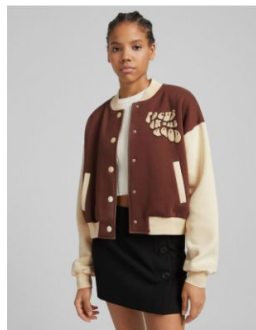


Mobile & Desktop

### METRICS TO TRACK

Add to Carts

### Recommended for you



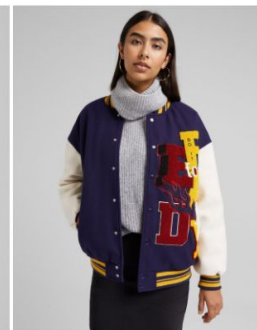
35,99 €

Bomber jacket with print



45,99 €

Jacket with patches



49,99 €

Varsity jacket with patches



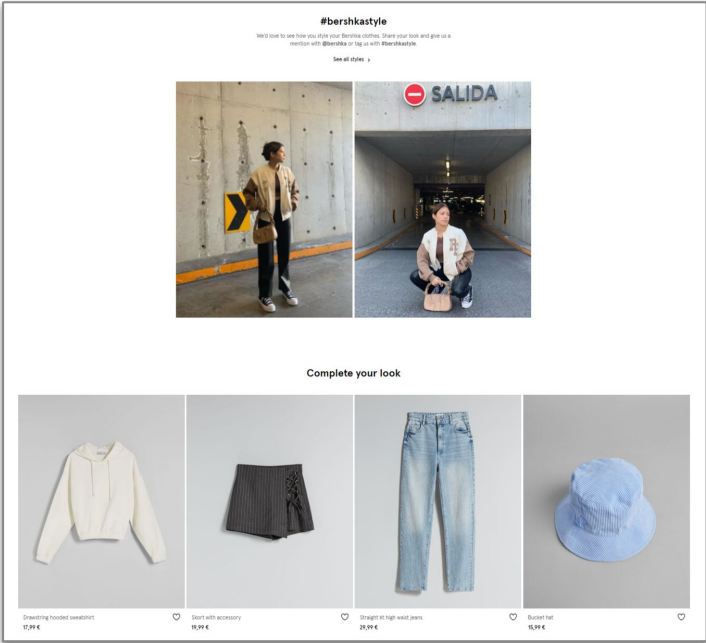
39,99 €

Denim jacket with varsity patches

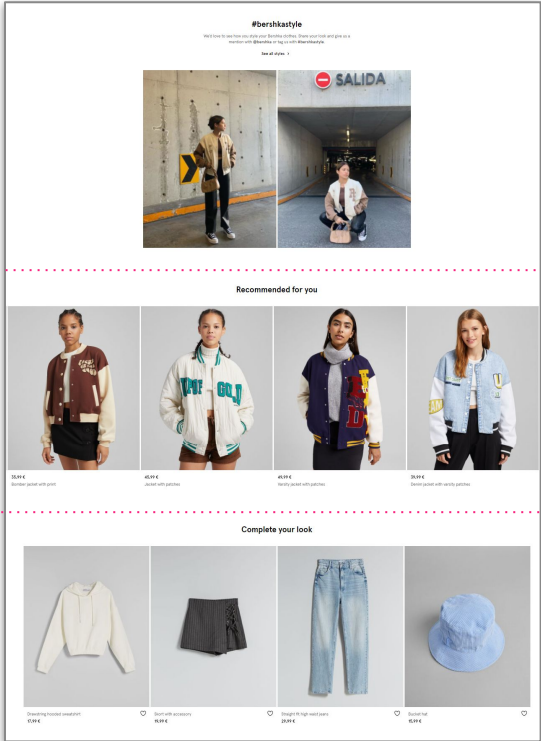
Example # 3

Bershka - Clothing/Retail

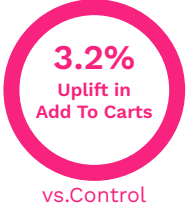
Control



Variant



Logged In users   Not Logged In users



BEST SELLER

**Masculine cut blazer**

Ref: 6379/168/742

**39,99 €**

Select size

XS S M L

Size help

**ADD TO BASKET**

# Royal Caribbean Merchandising

The screenshot displays the Royal Caribbean website's 'Fall Into Savings' promotion. The main banner features a countdown timer for '01 : 17 : 50' and a 'CRUISE PLANNER ON SALE' section. Below this, a 'SHORE EXCURSIONS / 119' section is visible, with filters for 'All Shore Excursion Deals', 'Pre-cruise Deal', and 'Best Seller'. Two featured excursions are shown: 'PADI Open Water Diver Course' and 'PADI ReActivate', both marked as 'PRE CRUISE DEAL'. A large pink circle overlay on the right side of the page contains the text '+134% In online income'.

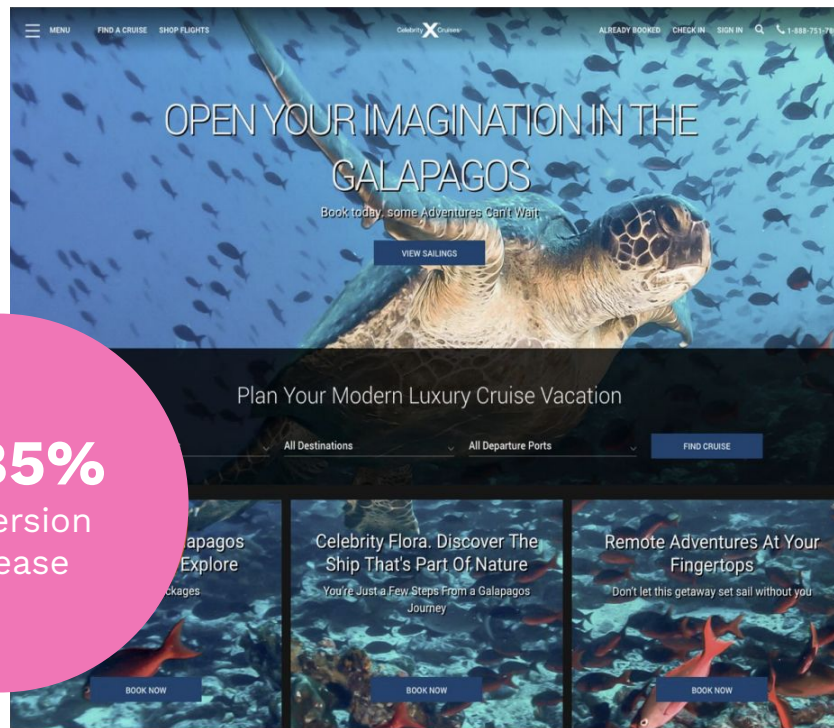
## Celebrity Cruises

### US Success Stories

We used an AI Tool to offer Celebrity Cruises users a full homepage takeover **experience based on past behavior**, demographics, and segmentation.

We launched a total of 9 different full homepage takeovers, and saw double-and triple-digit conversion lifts for each experience!

**+285%**  
Conversion  
increase

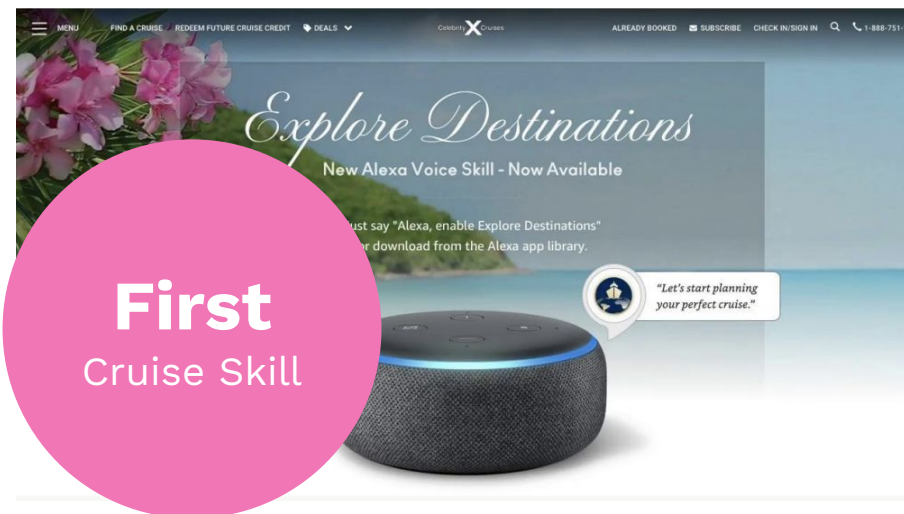


## Celebrity Cruises

### US Success Stories

Created and developed **the first Cruise Skill on Alexa - Explore Destinations**.

This skill pushes brand awareness to discover destinations and the best way to travel.



**First**  
Cruise Skill

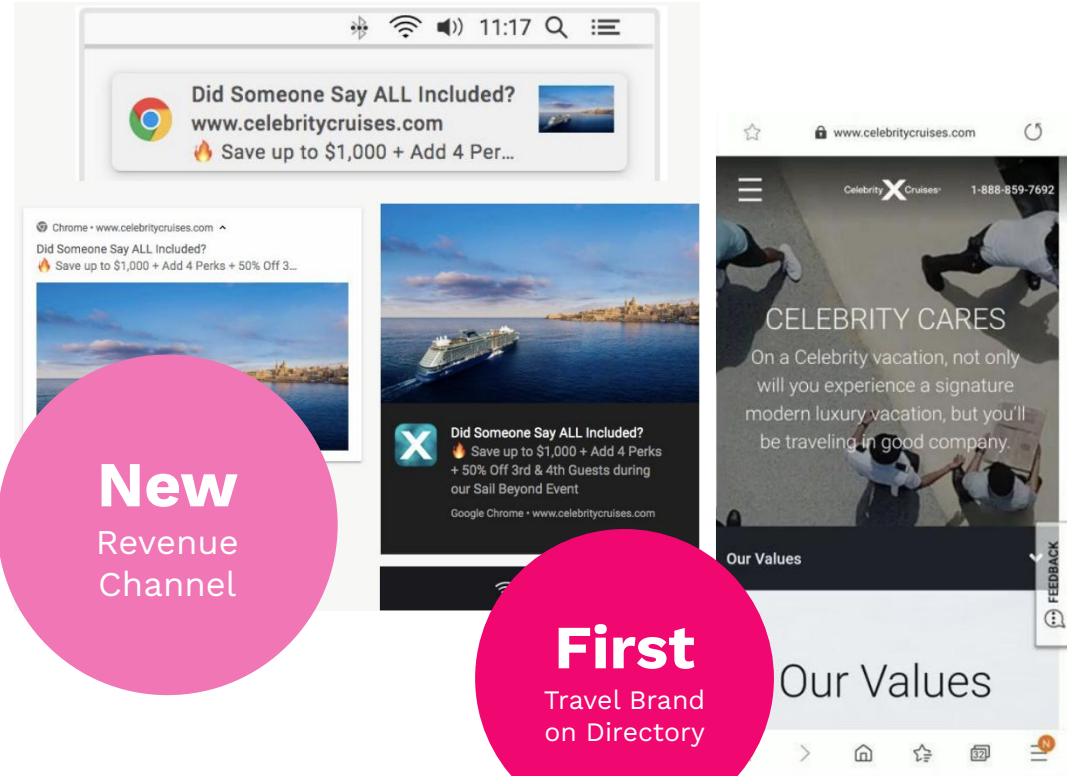
# Celebrity Cruises

## US Success Stories

Explore new technologies such as **push notification and rich communication services** to develop new channels to continue to build brand awareness especially for new to cruise and new to brand segments.

**New**  
Revenue  
Channel

**First**  
Travel Brand  
on Directory





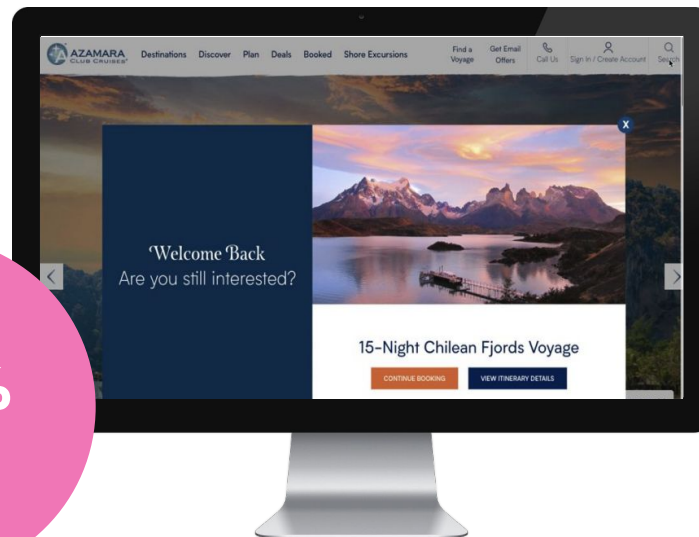
# Azamara

## US Success Stories

### Retargeting strategy

We're-engaged users into the booking funnel by serving a **personalized retargeting banner** based on their previous search history and behavior on the site.

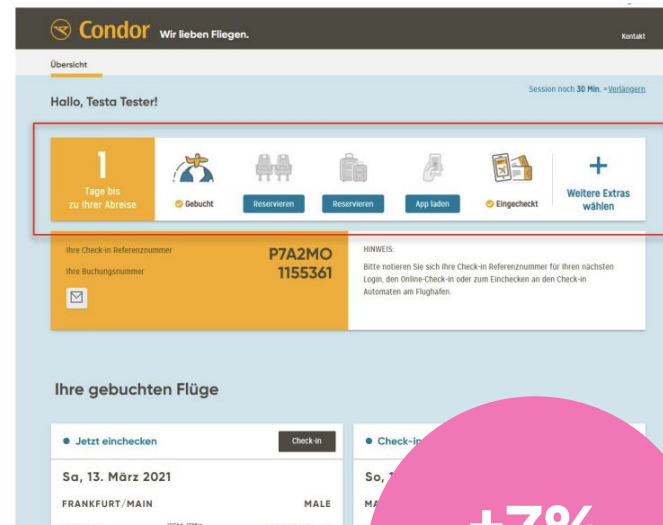
**+35%**  
CTR



# Condor

## US Success Stories

If we **guide users** on letting them know the next steps and what areas to complete, we will increase AVO and engagement to other categories.



**+7%**  
Average  
Order Value

# Condor

## US Success Stories

If we bring the **“My Dates Are Flexible”** functionality to the search widget, we will see more searches conducted and ultimately more entries into the purchase funnel.

The screenshot displays the Condor website's flight search results. At the top, a progress bar indicates the steps: 1. FLUGAUSWAHL (selected), 2. SITZPLÄTZE, 3. EXTRAS, 4. PASSAGIERDATEN, and 5. BEZAHUNG. The main heading is 'Hinflug' (Outbound flight) from 'STUTT GART' to 'PUERTO PLATA'. A message states: 'Wir haben 1 passenden Flug für Ihre Suche gefunden.' (We found 1 suitable flight for your search). Below this, a timeline shows flight dates and prices: MI, 14 APR. (€309.99), MI, 21 APR. (€309.99), **MI, 28 APR. (€309.99)** (highlighted with a red box and a 'Top-Angebot' label), MI, 05 MAI (€329.99), MI, 12 MAI (€329.99), and MI, 19 MAI (€329.99). The flight details for the selected date show a 1-stop flight from Stuttgart to Puerto Plata, departing at 04:00 and arriving at 13:40. The price is €309.99, with 9 seats available at this price. The return flight section is also visible at the bottom, with a heading 'Rückflug' (Return flight) and a message: 'Wir haben 2 passende Flüge für Ihre Suche gefunden.' (We found 2 suitable flights for your search).

**+5%**  
Searches

# RIU

## US Success Stories

Adding ratings and reviews to showcase to specific segments: Family or couples increase conversion.

The screenshot displays the RIU Hotels & Resorts website interface. At the top, there's a navigation bar with the RIU logo, the tagline "As you like it", and links for "Call Centre" and "My account". Below this is a search bar with three steps: "Select your room", "Fill in your information", and "Confirm reservation".

The main content area features a "MODIFY SEARCH" sidebar on the left with filters for "CANCLUN", "MON. 16 NOV - THUR. 19 NOV", "1 ROOM / 2 ADULTS", and a "PROMOCODE" field, followed by a "SEARCH" button. The main area shows a banner for "Hotel Riu Cancun 5\*" with a 4.0 rating, "All 24" badge, and a price of "554.40 USD". It lists amenities like "Hotel right on the beach", "Free airport transfer", "Free WiFi throughout the hotel", and "24h snacks".

Below the hotel listing is a review section for "CB1970BLADE" from April 2020, a "COUPLES" segment, with a 4.0 rating. The review text says: "Such a let down from the first time!.. I spent 11 nights at the Riu Cancun earlier this year. I'm a solo traveler and had previously stayed at this hotel 5 years ago and had a great time. I booked this holiday to celebrate my 50th ...Continue reading".

At the bottom, another hotel listing for "Hotel Riu Caribe 5\*" is visible, also with a 4.0 rating and "All 24" badge.

**+10%**  
Conversion

# RIU

## US Success Stories

Highlight Value for families  
Hotel/Room Select -> Checkout

### Control

If we know a user is a family showcase to families the various benefits of vacationing at your properties with their families.

### Hypothesis

If we **showcase family benefits to family users** they will be more likely to click through

### KPIs

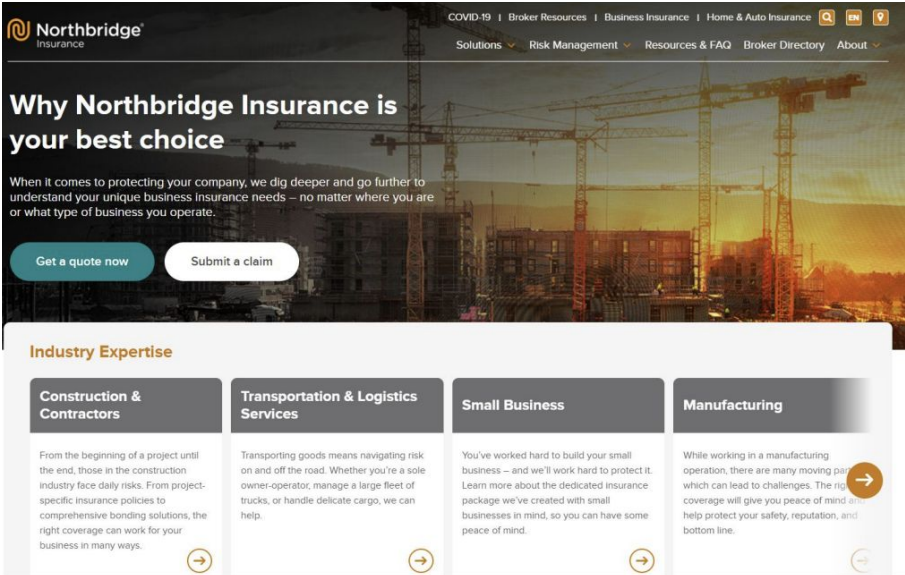
Next Step, CTR and CR



# NorthBridge

## US Success Stories

**New website redesign** and development in wordpress.  
This is a WiP.



# Federated Insurance

## US Success Stories

By **retargeting users who have clicked request a quote** we will have more users complete lead submission.

The screenshot shows the Federated Insurance website. A prominent overlay form is displayed in the center, titled "Let us help you protect your business." The form includes a header with a woman's image and text encouraging users to complete the form or call 1.844.628.6866 for a free no-obligation quote. The form fields are as follows:

- Select your industry\***: A dropdown menu with the text "Please select your industry".
- First Name\***: Text input field with "JOHN" entered.
- Last Name\***: Text input field with "DICK" entered.
- Phone Number\***: Text input field with "202.456.8888" entered.
- Email\***: Text input field with "john.dick@example.com" entered.
- Company Name\***: Text input field with "Example XYZ" entered.
- Your province\***: A dropdown menu with the text "Please select your province".

Below the form fields is a checkbox for "Yes, I agree to receive information on how to best protect my business and other insurance products from Federated Insurance. Consent can be withdrawn at any time. Refer to our Privacy Policy for details." At the bottom of the form is an orange button labeled "CONTACT ME FOR A QUOTE".

The background of the website shows a man thinking, with text that reads "Personalized Business Insurance." and "We've been around since 1920, a lot has changed over the years, but we've got the insurance you need."

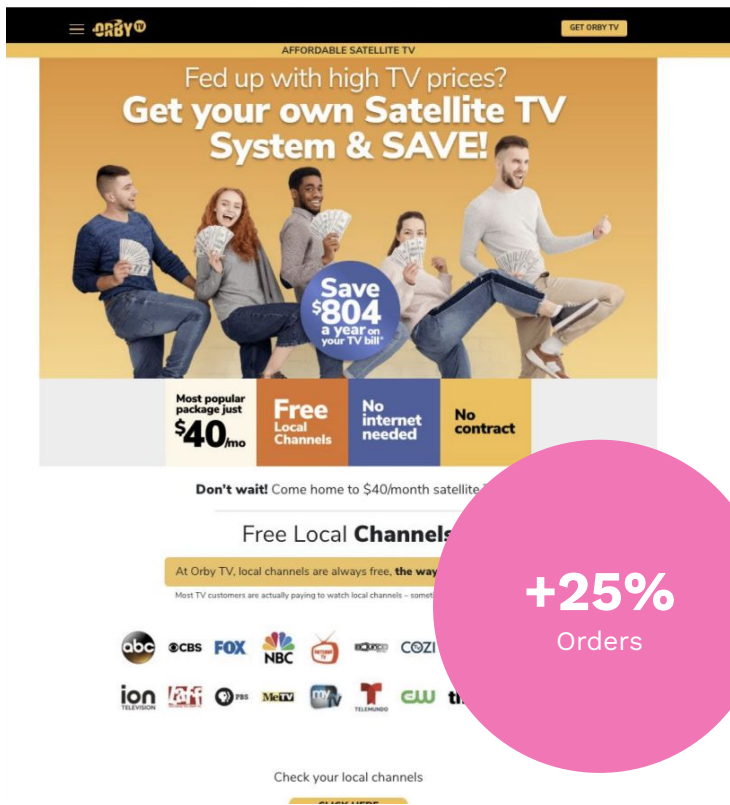
**15%**  
Lead Gen

# Orby TV

## US Success Stories

We provide

- Full website maintenance with a **comprehensive front and back-end-solution** (api connexions, order & payment processing, etc..)
- UX/UI **enhancements based on GA metrics** and user research
- **Technical guidance** to improve infrastructure



**+25%**  
Orders



# Bathmate

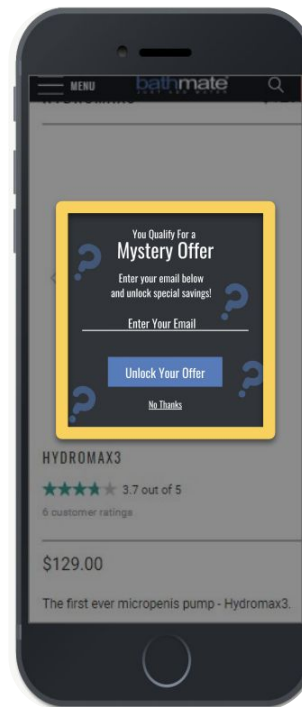
## US Success Stories

### Opportunity identified

Based on data, the bounce rate in the cart is about 64%. In the homepage it is 30%. You do provide a discount but it is not mentioned up until users add their email address.

### Hypothesis

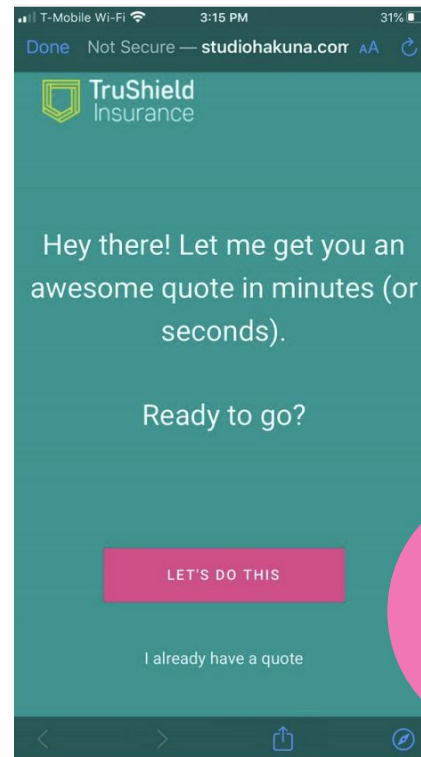
If we **give users an incentive** of a discount, the amount of users exiting will decrease.



# TruShield Insurance

## US Success Stories

Redesign the mobile Get a Quote process to acquire leads and **qualify buyers along the journey.**



**15%**  
Lead  
Generation

# TruShield Insurance

## US Success Stories

### OPPORTUNITY IDENTIFIED

A **73% decrease** in lead form completions from the homepage - comparing Jan-May 21 vs Aug-Dec 20.

Summer is prime time for businesses to be affected by natural disasters.

### HYPOTHESIS

A/B test presenting users with an identifiable problem first then a solution. This will create urgency to purchase insurance coverage and 'request a quote'.



Homepage



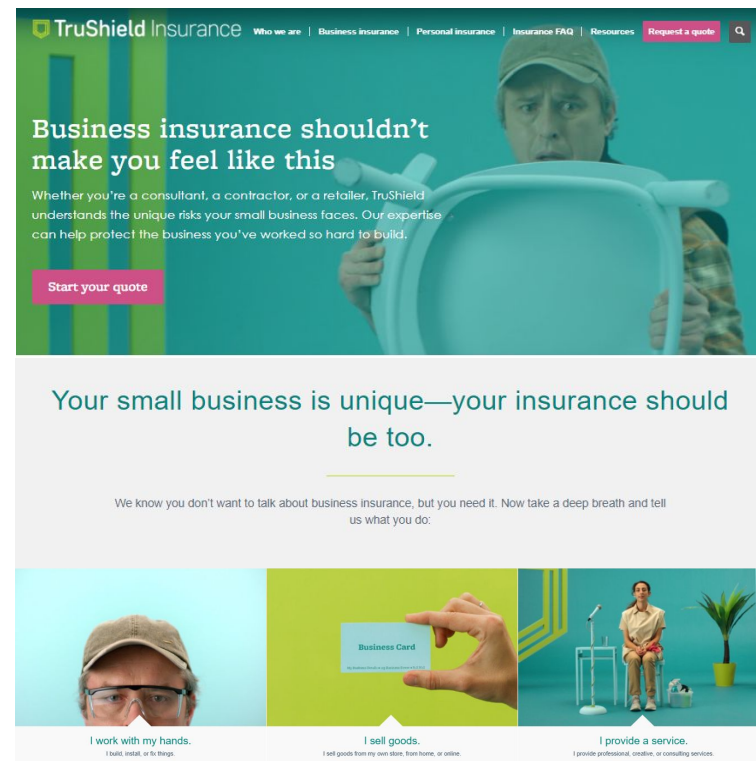
All Users



Mobile & Desktop

### METRICS TO TRACK

Conversions - completions of the lead form (people that reached the Thank You page) from the 'Request a Quote' button.



# TruShield Insurance

## US Success Stories

### Control

TruShield Insurance Who we are | Business insurance | Personal insurance | Insurance FAQ | Resources Request a quote

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Whether you're a consultant, a contractor, or a retailer, TruShield understands the unique risks your small business faces. Our expertise can help protect the business you've worked so hard to build.

[Start your quote](#)

### Your small business is unique—your insurance should be too.

We know you don't want to talk about business insurance, but you need it. Now take a deep breath and tell us what you do:

I work with my hands.  
I build, repair, or fix things.

I sell goods.  
I sell goods from my own store, from home, or online.

I provide a service.  
I provide professional, creative, or consulting services.

After only  
**12**  
days

### Variant

TruShield Insurance Who we are | Business insurance | Personal insurance | Insurance FAQ | Resources Request a quote

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**266%**  
Conversions  
Lift

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Search Results Pages



All Users



Mobile & Desktop

### METRICS TO TRACK

Clicks on Book Now



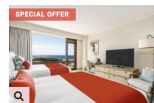
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[DISCOVER MORE](#)

Sort By: Price: Lowest to Highest

#### Deluxe Partial Ocean View Double



The Deluxe Partial Ocean View room features two double beds, furnished private balconies with partial ocean view, and 40" TV. All the rooms have a walk-in closet & bathroom.

#### Unlimited Nights

PROMO

- 25% discount on accommodations
- Free early check-in
- Free late check-out
- 25% discount on spa and select resort extras
- Resort VIP Services
- & more!

\*Some restrictions apply

TOTAL / NIGHT

**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

[BOOK NOW](#)

#### Hot Hot Hot

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- Savings up to 40% off
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[View More Details>>](#)

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[ADD TO MY TRIPS](#)

[BOOK NOW](#)

# AM Resorts

## US Success Stories

### Control



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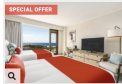
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**Hot Hot Hot**

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[View More Details>>](#)


TOTAL / NIGHTS  
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[ADD TO MY TRIPS](#)

[BOOK NOW](#)

Ran for  
**42 days**

### Variant



**DREAMS CURACAO RESORT & SPA**

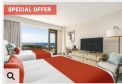
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**\$1,855.00 USD**

[ADD TO MY TRIPS](#)

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TOTAL / NIGHTS  
**\$1,855.00 USD**

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**16%**  
Lift in clicks  
to book now

# Bershka - Clothing/Retail

## US Success Stories

### OPPORTUNITY IDENTIFIED

**Lack of cross-selling elements** in the product page. Consider adding a new "recommended for you" block to increase the chances of purchase.

### HYPOTHESIS

A/B test the addition of a recommendations block vs not having it, to verify that it increase the add to carts. Also, test different recommendation strategies depending on the user's type.



Product page



All Users (signed in & not signed in)

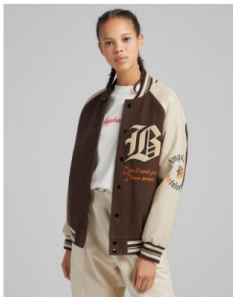


Mobile & Desktop

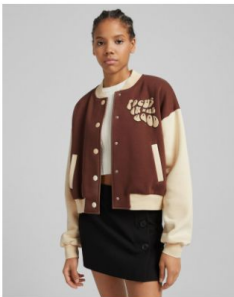
### METRICS TO TRACK

Add to Carts

### Recommended for you



49,99 €  
Varsity jacket with patches



35,99 €  
Bomber jacket with print



45,99 €  
Jacket with patches



49,99 €  
Varsity jacket with patches



39,99 €  
Denim jacket with varsity patches



25,19 € ~~35,99 €~~  
Cropped bomber jacket

# Bershka - Clothing/Retail


## US Success Stories

### Control


#bershkastyle

With love to see how you style your Bershka clothes, share your look and give us a mention with @Bershka or tag us with #BershkaStyle.

See all photos



Complete your look



Overdressing hooded sweatshirt 17,99 €

Skirt with accessory 19,99 €

Straight fit high-waist jeans 29,99 €

Bucket hat 15,99 €


Ran for  
**20 days**

### Variant


#bershkastyle

With love to see how you style your Bershka clothes, share your look and give us a mention with @Bershka or tag us with #BershkaStyle.

See all photos



Recommended for you




43,99 €

43,99 €

43,99 €

43,99 €

Complete your look



Overdressing hooded sweatshirt 17,99 €

Skirt with accessory 19,99 €

BEST SELLER:  
**Masculine cut blazer**  
New collection 2024  
**39,99 €**

Select size

XS S M L

Size help

ADD TO BASKET

**9,5%**  
Uplift in Add  
To Carts

**3,2%**  
Uplift in Add  
To Carts

Not logged in users

Logged in users



# Thanks!



Your partner for digital business