

A/B TEST VALUE PROPOSITION

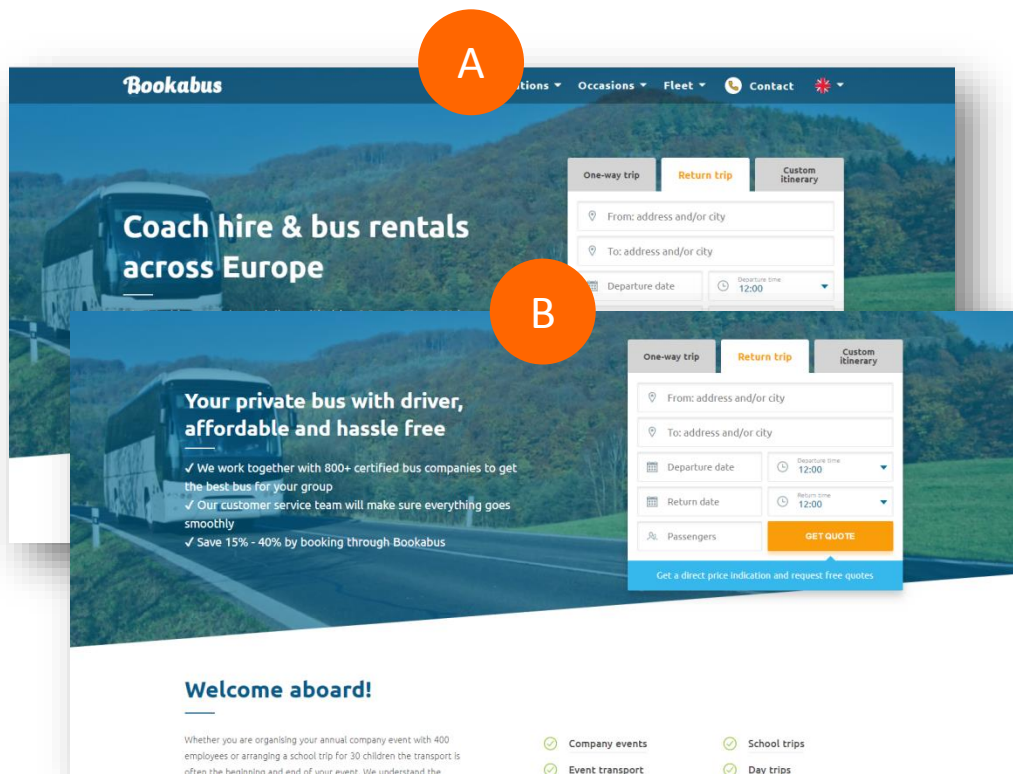
Bookabus.eu

Reason & Hypothesis

- Scientific literature states people need safety and certainty when booking online for group travel.
- Customer service often receives questions if everything is arranged properly for the trip.
- In Analytics we see a high drop-off from the front page.
- In the heatmaps we see website visitors barely scrolling down the front page and therefore missing the benefits.

Hypothesis: Changing the value proposition, into a value proposition with three bullet points related to certainty and safety, for all visitors, results in an increase for number of quotes asked, because the visitors feel more safe and certain.

Setup of test



Variations

- A. Control
- B. Changed value proposition

KPI's

- Number of quotes requested

Segmentation

- Visitors: 100% of visitors
- Devices: all
- URL: bookabus.eu

Test duration

- 21-09-2018 till 05-10-2018 (2 weeks)

RESULTS

Number of quotes requested

B + 5.00%

Your private bus with driver, affordable and hassle free

- ✓ We work together with 800+ certified bus companies to get the best bus for your group
- ✓ Our customer service team will make sure everything goes smoothly
- ✓ Save 15% - 40% by booking through Bookabus

Welcome aboard!

Whether you are organising your annual company event with 400 employees or arranging a school trip for 30 children the transport is often the beginning and end of your event. We understand the

- ✓ Company events
- ✓ School trips
- ✓ Event transport
- ✓ Day trips

One-way trip | **Return trip** | Custom Itinerary

From: address and/or city

To: address and/or city

Departure date: 12:00

Return date: 12:00

Passengers

GET QUOTE

Get a direct price indication and request free quotes

Number of quotes requested

- A. Conversion rate: 20%
- B. Conversion rate: 21% (+5.00%)

Chance of B outperforming A

- 96.4%

	Users	Quotes	Conv. rate	Uplift
A	15.000	3.000	20.0%	
B	15.000	3.150	21.0%	+5.0%

Segmentation

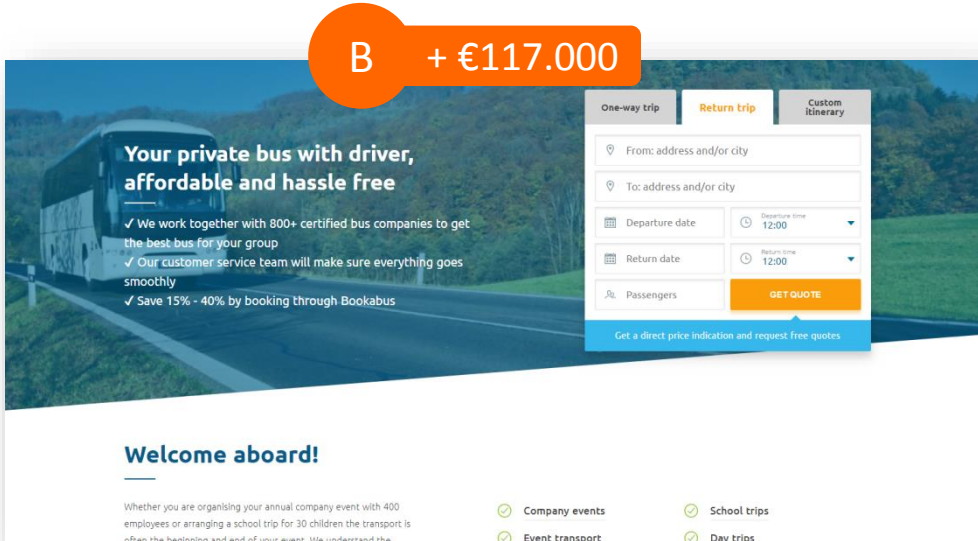
- On desktop the uplift of B was 5.0% with a conversion rate of 22.1%
- Mobile users show similar behavior, but data is insufficient

	Users	Quotes	Conv. rate	Uplift
A	10.000	2100	21.0%	
B	10.000	2.205	22.1%	+5.0%

	Users	Quotes	Conv. rate	Uplift
A	5.000	900	18.0%	
B	5.000	945	18.9%	+5.0%

Business case

B + €117.000



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Passengers | **GET QUOTE**

Get a direct price indication and request free quotes

Extra revenu:

- When the variation is implemented, it will generate an extra revenue of €117.000 in 6 months

LEARNINGS & RECOMMENDATIONS

Learnings & recommendations

Learnings

- The results could confirm the fact that users need certainty when booking a bus for group travel (more tests are needed)
- A good value proposition does increase the number of quotes being asked

Recommendations

- Implement the variation to generate extra revenue
- Keep testing with variations related to certainty and safety. I.e.:
 - Repeat value proposition on quote page
 - Add top bar to website with USPs related to safety and certainty
 - Test with guarantees



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