

With Google Optimize 360 Transavia cuts mobile homepage bounce rate by 77%



About Transavia

- Dutch low cost airline that offers charter flights and scheduled flights to summer and winter holiday destinations around Europe and to the Mediterranean.
- Headquarters: The Netherlands
- www.transavia.com

Goal

- Optimize digital experience
- Improve mobile usability
- Generate more revenue

Approach

- Used seamless integration between Google Analytics 360 and Google Optimize 360
- Executed A/B testing via Google Optimize 360

Results

- Reduced time spent on analysis by 50%
- Initial tests show 77% lower bounce rate and 5% higher conversion rate on mobile

Transavia Airlines offers attractive basic ticket prices for leisure and business travellers. With more and more consumers researching and booking travel on mobile devices, the brand wanted to help customers focus on the essentials: finding the relevant product as quickly and easily as possible. Shifting focus from introducing new products to optimizing existing products, their goals were to improve the digital experience to drive revenue and internet check-in rates.

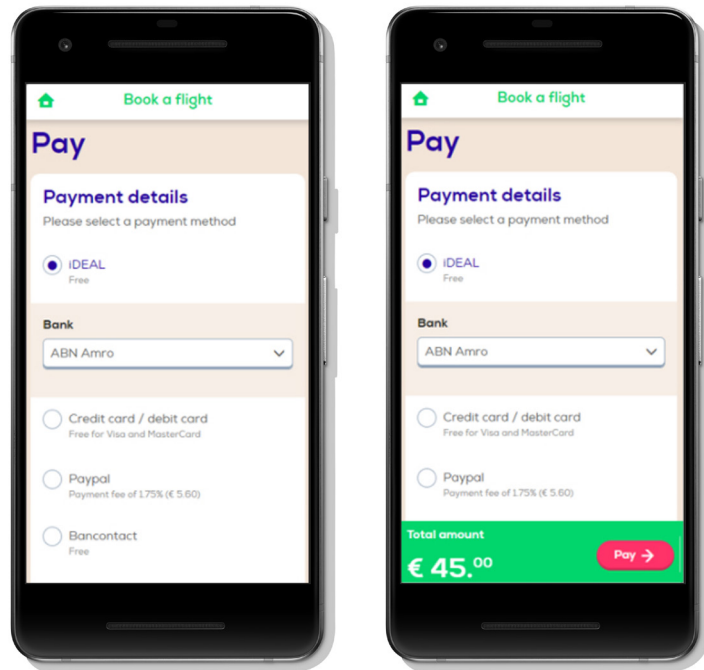
Transavia has a process for continuous optimization in place. "We build prototypes of accepted test hypotheses in our A/B testing tool", explains Vanja Mlaco, lead CRO at Transavia. "Building prototypes with our conversion rate optimization team instead of our regular development team ensures that our scarce resources are not burdened by developments that are not yet validated. We focus on validated ideas that bring relevance. We avoid waste by only building things our customers really want or need."

Working with Google, Transavia identified a list of usability test suggestions based on best practices and decided to use A/B testing to validate these proposed improvements. Because the team was already using Google Analytics 360 as its web measurement solution, it was straightforward to take advantage of the seamless integration Google Optimize 360, which enables fast prototyping and testing.

Currently, the team is running ten A/B tests a month on average, and the ambition is to scale this further. Mobile is a central focus, since this is where the opportunities are for Transavia. "Our customers expect an awesome mobile experience from us so mobile is where our attention lies", Vanja explains. One recent test showing a mobile optimized homepage saw the bounce rate drop by 77% and conversion rate improve by 5% on mobile devices.

"The future is mobile, and therefore any future initiatives will focus on bringing users the Transavia best experience on a mobile device", Vanja continues. "This means an increased focus on mobile usability and an increased focus on page speed in order to deliver a really fast experience." Indeed, the new homepage of Transavia is much faster with a load time of just 2 seconds on a 3G connection, a 67% improvement compared to their old homepage.

Since starting to work with Google Optimize 360, time spent on the analysis part of experiments has fallen by 50%. This helps Transavia to achieve the goal of building analysis capabilities internally instead of performing analysis externally. In a complex IT architecture, having several systems with the same metrics creates redundancy and confusion, so using the Google Analytics platform helps Transavia to centralize their main metrics as the single point of truth.



Transavia conducted an A/B test where the price and call-to-action button appeared above the fold.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit google.com/analytics/360-suite