

# **PURE JOURNEYS INCREASE TRAVEL BOOKINGS BY 110%**

IMPRESSIVE REVENUE GROWTH USING DATA-DRIVEN **DIGITAL STRATEGY & CUSTOMER INSIGHTS** 

Pure Journeys offer unique self-drive holidays in New Zealand, customised to individual tastes and schedules. Its service offerings include car hire, accommodation, activities and attractions, extensive personal itinerary and local customer assistance.

Their aim is to get travellers immersed in all New Zealand by designing tailor made itineraries that make for once in a lifetime experiences.

## GOAL

Pure Journeys originally approached FIRST with a focus on increasing awareness of the brand online, with the primary role of increasing qualified visitors to the site from key markets. Pure Journeys had developed a bespoke, real time online booking widget that allowed visitors to plan, customise and book their ideal self drive NZ holiday online.

Initially, FIRST was tasked with increasing targeted visitors to the site cost effectively, which, it was hoped would initiate a flood of bookings through the automated, real time online booking engine.

FIRST and Pure Journeys agreed on a dual approach by driving targeted visitors to the site cost effectively through SEM to validate the business model and gain some quick intelligence as to how well the real time online booking engine would be received by travellers, while at the same time looking to implement a robust SEO strategy for longer term growth in key markets.

Early results showed visitors were engaging on the site and the real time booking widget, but failing to deliver actual bookings. Although FIRST knew the website was currently under-performing, further investigation was needed to uncover the reason behind this.

## **APPROACH**

## **CUSTOMER RESEARCH**

FIRST undertook an extensive data gathering and Research piece, which was conducted using a variety of methods:

- User testing
- On-page analytics
- Surveys
- Review of competitor sites
- · Interviews with call centre
- Review of live chat transcripts



## PRIMARY OBJECTIVES

- 1. Validate business model
- 2. Improve user experience
- 3. Increase revenue

#### **CAMPAIGN**

Digital Strategy and Conversion Rate Optimisation

## **RESULTS**







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**f** FIRST was instrumental in setting up a framework for strategic decision making for the Pure Journeys brand. Their data-driven and agile approach allowed us to quickly implement site changes based on our customers' needs and provide a seamless online experience for them.

By implementing FIRST's pivot strategy, we gained a better understanding of our customers' behaviour and made better decisions to grow the business.

## **CHRIS SUTTON Director. Pure Journeys**

FIRST's findings concluded that that Pure Journeys had all the pre-requisites to perform well, including a professional and credible site, good pricing and quality content. However, there were some underlying issues that were preventing customers from engaging with the brand and converting.

#### INSIGHTS

Insights gained helped to paint a clear and compelling picture of what's happening from a visitor's perspective and pointed to the changes FIRST needed to make on the site.

#### **METHODOLOGY**

FIRST devised and implemented the following methodology designed to help isolate website conversion causes, maximise conversions and support a business case for potentially pivoting the company to offline fulfilment.

## **ESTABLISH TRACKING FRAMEWORK**

Ensure that we have maximum transparency over how website visitors are engaging with the website and interacting with your call centre via phone and live chat. Pull offline conversion data back into Google Analytics. This will provide the necessary data to gain insights about your visitors and how our initiatives are performing.

#### DRIVE QUALITY TRAFFIC

SEM traffic, while paid for, is among the best quality traffic sources available. We recommend focusing on SEM as the driver of traffic in order to test the business model, expanding to other traffic generating sources once we achieve sustainable conversion rates.

## **ENCOURAGE CALL CENTRE FULFILMENT**

Indications are that most customers are not completing their booking solely online but are engaging with your call centre. We will actively encourage interaction with your call centre on the website and throughout the booking process.

#### **COLLECT CUSTOMER OBJECTIONS**

We currently have limited clarity over why visitors are not converting. Recommend interrogating a number of different sources to gain as much insight about your customers as possible, with any insights then tested on the website to determine if they are valid.

### **OPTIMISE THE WEBSITE**

Based on the above, implement any necessary changes to your website or business processes as required. Where there is doubt, rapidly test our hypothesis on the website using Optimizely and determine, scientifically, whether our changes improve performance.

## **COLLECT & NURTURE PROSPECTS**

The purchase cycle for your customers is lengthy, with most interacting with the website over several days before booking, likely after consulting with friends and families. We recommend capturing visitor details at all opportunities and nurturing leads towards booking.

## **REVIEW & ADAPT**

Continue to review results from the above, incorporate learnings back into the process and adapt as required.

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#### **RESULTS**

The research, data and intelligence gained, supported our assumption that potential customers need to engage with the company on a personal level, through live chat or over the phone, before making a purchase decision of this nature.

#### **PIVOT STRATEGY**

FIRST then deployed a pivot strategy from online conversion to offline conversion using Optimizely to effectively change the entire site experience and conversion funnel, minimising the need for costly developer intervention and deploy website changes quickly and cost effectively to test hypothesis before hard coding to the live site.

#### **RESULTS**

Through changes made, FIRST was able to achieve a 220% increase in actual enquiry (email and phone), a massive increase in newsletter sign ups (59.2%) and a 110% increase in firm bookings for Pure Journeys.





Previous Site Design

Revised Site Design - as a result of pivot strategy & findings





