

CASE STUDY

VERYCHIC



HOW VERYCHIC IMPROVED ENGAGEMENT AND CONVERSIONS BY UNDERSTANDING USER JOURNEYS

A SIGNIFICANT INCREASE ON KPIS



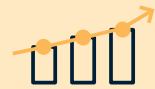
2.3%

increase in conversion rate per click



-12%

reduction in the bounce rate



+6.31%

traffic increase on desktop and tablet

VeryChic is a membership-based travel platform that partners with over 2,000 luxury properties worldwide to offer a highly-curated range of travel experiences to its 7 million members.

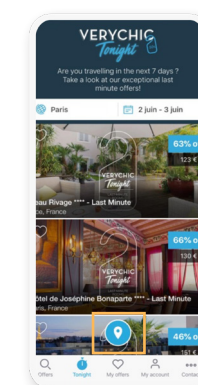
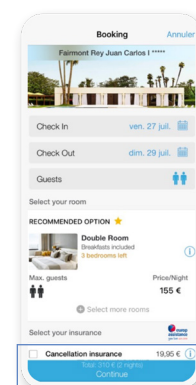
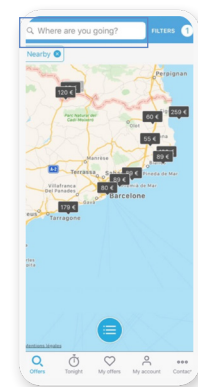
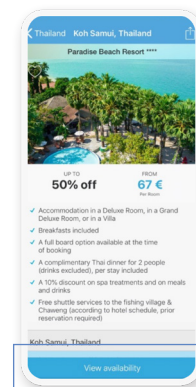
1. CHALLENGE

When members-only travel platform VeryChic noticed high exit rates on its site, it looked to next-gen behavior analytics to boost retention and conversion rates, and to deliver a better digital experience to its **7 million users**. And with nearly half of all bookings attributed to mobile sources, the company was particularly keen to address these challenges with a user-centered, mobile-first approach.

Data showed that **52%** of users who entered the VeryChic site through a hotel page accessed via an email campaign ended their journey on that page. Similarly, **47%** of users who landed on a product page bounced. The immediate challenge for VeryChic was to make sure prospects who arrived on the site via these pages continued their journey by viewing more hotels and exclusive deals.

2. METHODOLOGY

By using Contentsquare to gain insights into which elements of the site were causing users to hesitate or abandon their journey, digital teams at VeryChic discovered that a lack of incentives and options at the start of some journeys was stalling user flow.



3. FINDINGS

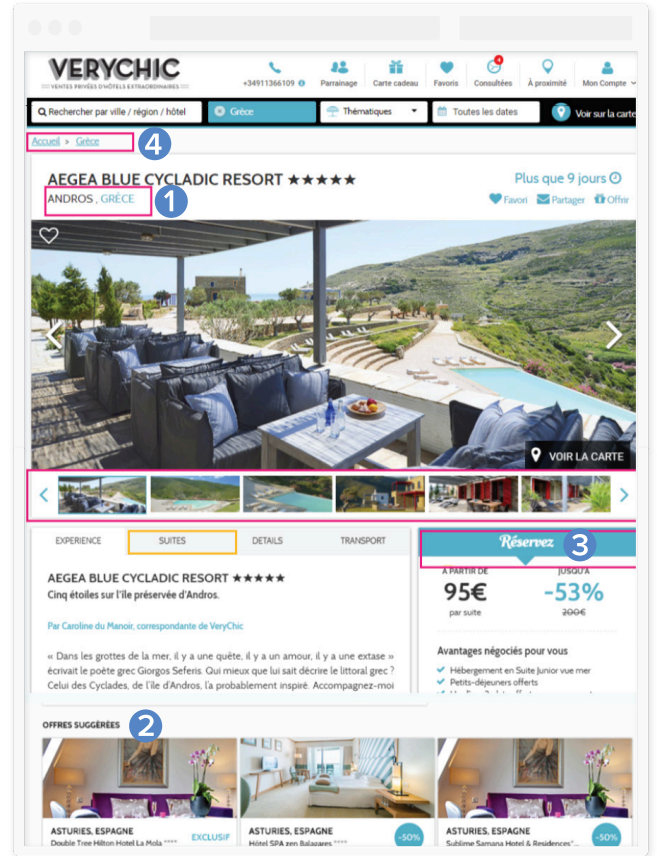
These findings in turn enabled focused, data-backed optimizations of problem elements within the page, including:

- 1) Making destinations clickable, encouraging prospective travelers to view alternative hotel options in the same area.
- 2) Inserting a row of other cherry-picked properties on offer, adding a further incentive to pursue navigation.
- 3) Highlighting the “Book Now” button, resulting in a clearer path to checkout.
- 4) Inserting a breadcrumb trail reminding users that they were viewing just one of many exclusive offers.

4. OUTCOME

These fixes translated into tangible results for the company, and improved metrics were observed across several KPIs. Desktop and tablet traffic, for example, increased by **6.31%** following improvements. Sessions on those devices lasted **16.53%** longer on average, and the bounce rate went down by almost **12%**. In other words – more people came to the site, stayed longer, and bounced less.

Two days after implementing changes, VeryChic also noticed an overall click-rate increase of **3.7%**, and a conversion rate per click increase of **2.3%**. Meanwhile, revenue increased by 19.3 Euros per click over the same period.



About Contentsquare

Contentsquare empowers brands to act on unique behavioral insights to turn experience into a measurable advantage. The leading experience analytics platform, we transform trillions of digital behaviors daily into intelligent visualizations and recommendations everyone can use to grow revenue, increase loyalty and fuel innovation. We serve more than 600 enterprises worldwide, including 30% of the Fortune Global 100.

Book A Demo

www.contentsquare.com
contact-us@contentsquare.com

