

CASE STUDY

Groupe
Pierre & Vacances
CenterParcs



HOW A WEBSITE REDESIGN LED TO A \$22.5 MILLION INCREASE IN ANNUAL REVENUE

3 MONTHS AFTER THE REDESIGN



increase in annual revenue from the Center Parcs website



conversion rate increase



increase in mobile revenue



of all reservations now on mobile

“For us, a successful customer experience hinges on a number of micro actions to reduce friction points. Contentsquare enables our team to take action around each step of the buyer decision journey to streamline the customer experience and of course, to increase conversions.”



Florent Champigny
CPO / Product, Content & Studio Director,
Pierre & Vacances Center Parcs Group

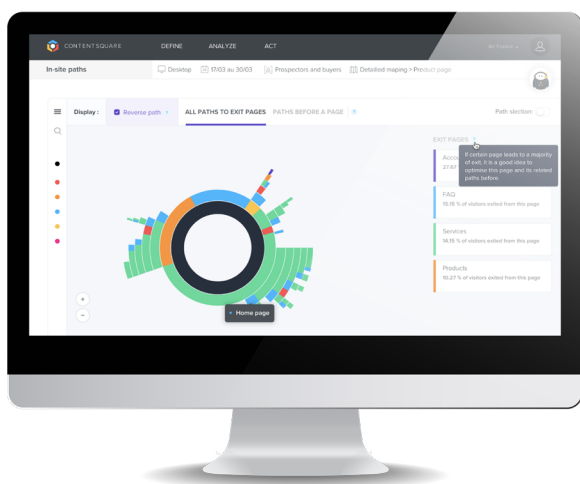
1. ADAPTING THE PLATFORM TO NEW CONSUMER AND MARKET TRENDS

Pierre & Vacances Center Parcs Group is a leading European tourism and hospitality brand, which gets more than half of its revenue from digital (\$730M). With digital such a huge driver of growth, optimizing the digital customer experience is a strategic priority for the company.

Declining attention span, high mobile traffic, etc — the digital era has ushered in new trends of customer behavior. And with the rise of global pure play brands, budget travel sites and adventure tourism, staying competitive is key to carving out a place in the new travel market.

2. REDESIGNING THE CENTER PARCS WEBSITE TO MEET TWO CHALLENGES

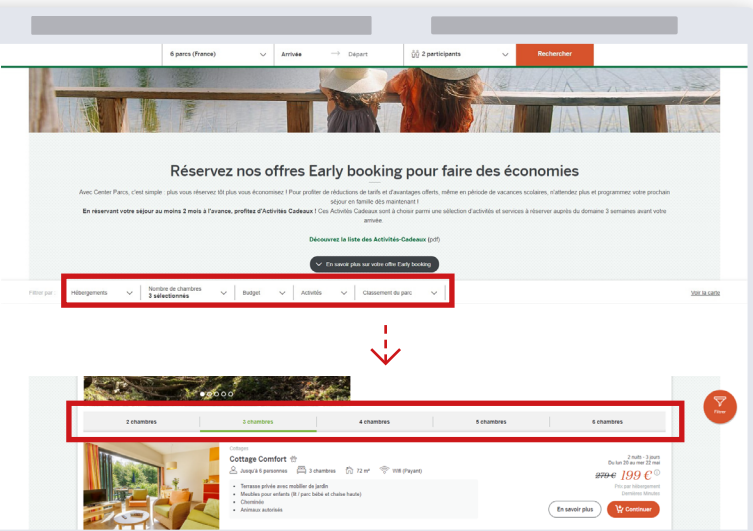
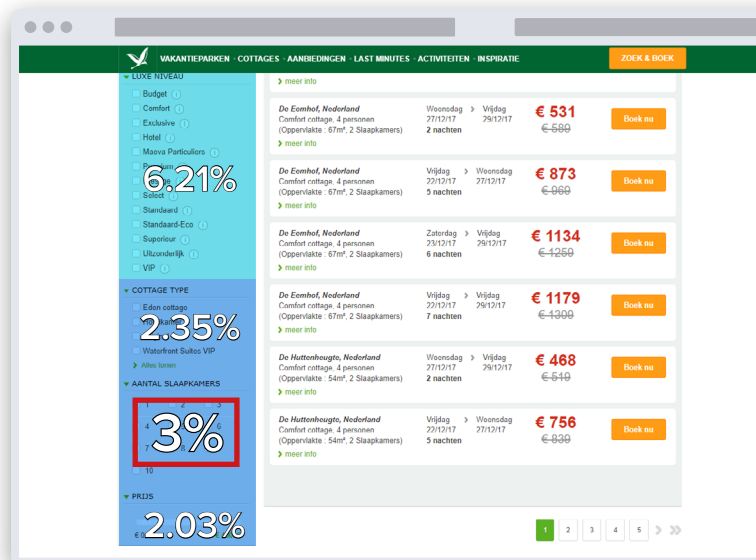
In 2018, Center Parcs decided to give its website a makeover. The goal was twofold: 1) to stay competitive by ensuring a seamless, mobile first customer experience, and 2) democratize access to data for a customer-centric approach to experience building.



CONTENTSSQUARE

3. THE A-HA MOMENT: OPTIMIZING FILTERS

The digital team used CS Live to analyze customer behavior on the holiday property search results page and found that visitors were interacting heavily with the “number of rooms” filter. With a high click rate and a healthy conversion rate, this functionality played a key role in the buyer decision journey. Problem was, the filter was buried among dozens of other filtering options.



4. DATA-BASED UX OPTIMIZATIONS

The Center Parcs digital team took advantage of the redesign process to rethink the positioning of the “number of rooms” filter. Placing the filter in second position on the filter bar made it easier to find. To further facilitate conversions, they added a dropdown row of room number tabs, allowing customers to check at a glance which properties could accommodate their party.

5. IMMEDIATE RESULTS

Mission accomplished: redesigning the website led to a \$22.5M increase in annual revenue. In the months following the new site launch, the mobile conversion rate increased by 46%, the number of pageviews by 37%, and mobile revenue went up by 118%.

About Contentsquare

Contentsquare is a digital experience optimization platform.

We help companies understand how and why visitors behave the way they do on their web, mobile sites and apps.

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