

AB Tasty

CLARINS

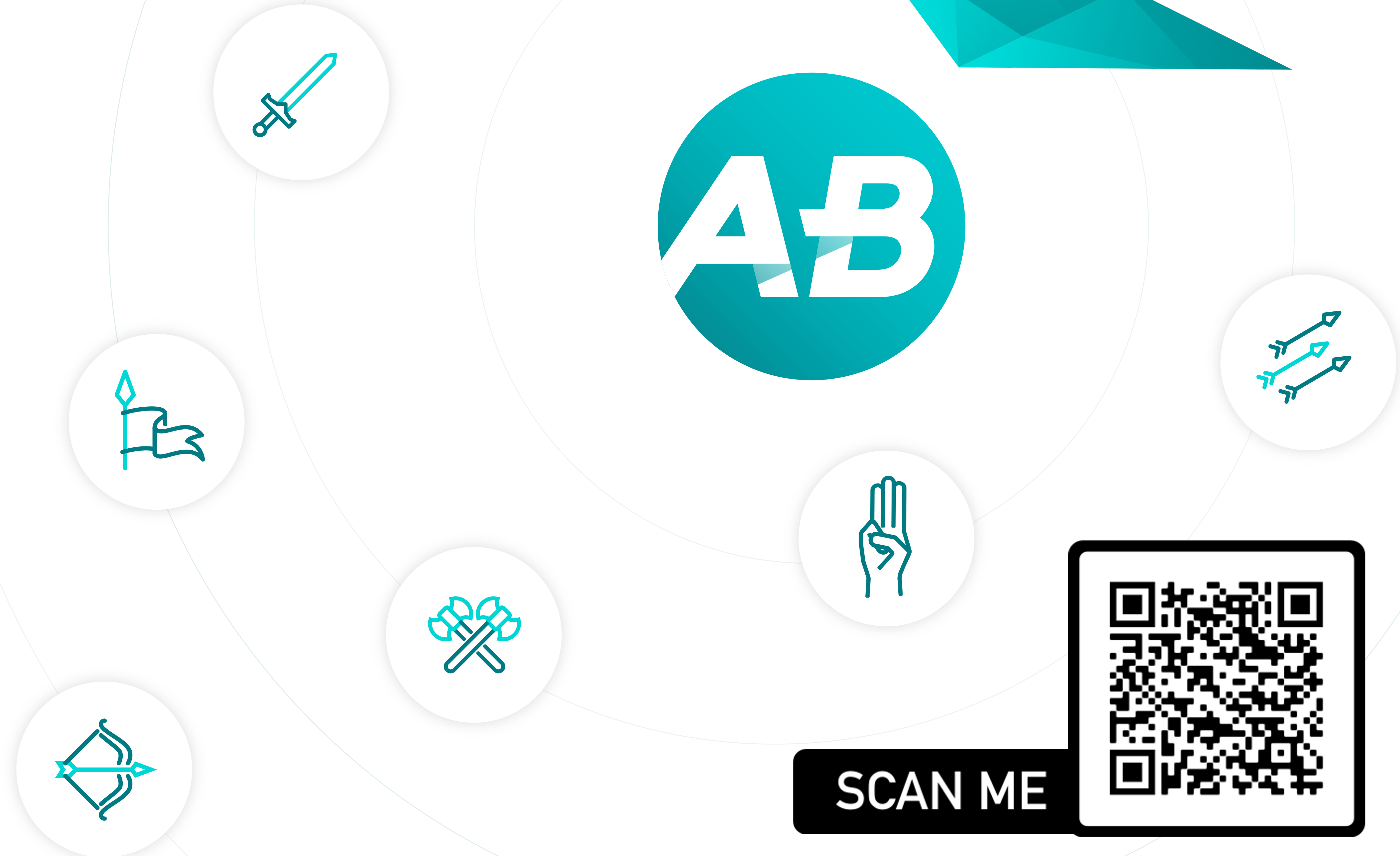
Travelopia

Experiment Your Way to Growth

4th November 2021

CX circle

POWERED BY  CONTENTSQUARE



Agenda

- 1 Welcome & intros*
- 2 Shift to everything digital:
how did two leading beauty
and travel brands adapt
during the pandemic*
- 3 Upcoming priorities:
holiday peaks*
- 4 Key takeaways*
- 5 Q&A*

Speaking today

SCAN ME



Alejandra Salazar

eCommerce Content
Manager UK

CLARINS



Harbir Padda

Global Head of
Conversion

Travelopia



Devon Boyd

Head of Technology
Partnerships

AB Tasty

AB Tasty's evolution

CRO Agency

Experimentation

*AI-Powered
Personalization
& AI-Powered
Experimentation*

*Experience
Optimization &
Feature
Management*

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treatwell



CLARINS


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Fireside Chat














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Home / Skincare / Face / Eye Care / **Double Serum Eye**











NEW

Double Serum Eye

Our #1 serum*...now for eyes!

[PRODUCT DETAILS](#)

★★★★☆ 1664 REVIEWS

Clarins+ Organic Wild Chervil Extract is the key to a brighter, smoother, more rested eye area. Combined with turmeric, renowned for its exceptional anti-ageing properties, Double Serum Eye visibly acts on all signs of ageing around the eye area.

- **Skin Type:** All Skin Types
- **Texture:** Cream-Gel
- **Use:** Mix the two phases with your fingertips.

Press onto eyelids and the under-eye area moving from the inner corner out to the temples. Then, apply with slight pressure between your brows. Close your eyes, then open them: your eye area is more relaxed, open and sparkles with youth.

£56.00
£280.00 / 100 ml

[SUBSCRIBE TO GET 10% OFF](#) >

Or 4 payments of £14.00 with **clearpay** ⓘ

20 ml

Auto-Replenish and Save ⓘ
10% off Orders, 15% off Every 3rd Order + 6 Samples on Recurring Orders

Ships every **3 MONTHS** ▾

ADD TO BAG

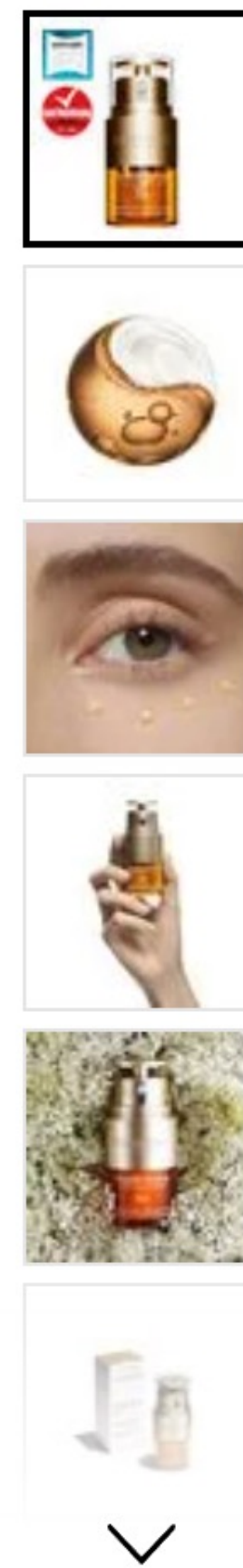
56 REWARD POINTS

[FREE SHIPPING](#)

Expert Advice



Home / Skincare / Face / Eye Care / Double Serum Eye



TRY A SAMPLE



NEW

Double Serum Eye

Our #1 serum*...now for eyes!

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Clarins+

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- 1 +

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ADD TO BAG

56 REWARD POINTS

FREE SHIPPING

Expert Advice

After

CLARINS

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What other customers are saying (1664)

Reviews [WRITE A REVIEW](#)

RATING SNAPSHOT
Select a row below to filter reviews.

5★	1214
4★	370
3★	70
2★	9
1★	5

AVERAGE CUSTOMER RATINGS
Overall ★★★★★ 4.7

1-3 of 1668 Reviews Sort by: **Most Recent**

▼ Rating ▼ Gender ▼ Age ▼ Skin type ▼ Using Clarins for ▼ Review To Win? ▼ Locale

Miss September ★★★★★ · 2 hours ago Verified Purchaser
Manchester
Reviews 3
Votes 2
Gender Female

Soothing and brightening.
Soothing and brightening eye serum. The results are subtle but I feel I look nice and 'rested'. I enjoy using it too.

Helpful? Yes 0 No 0 Report

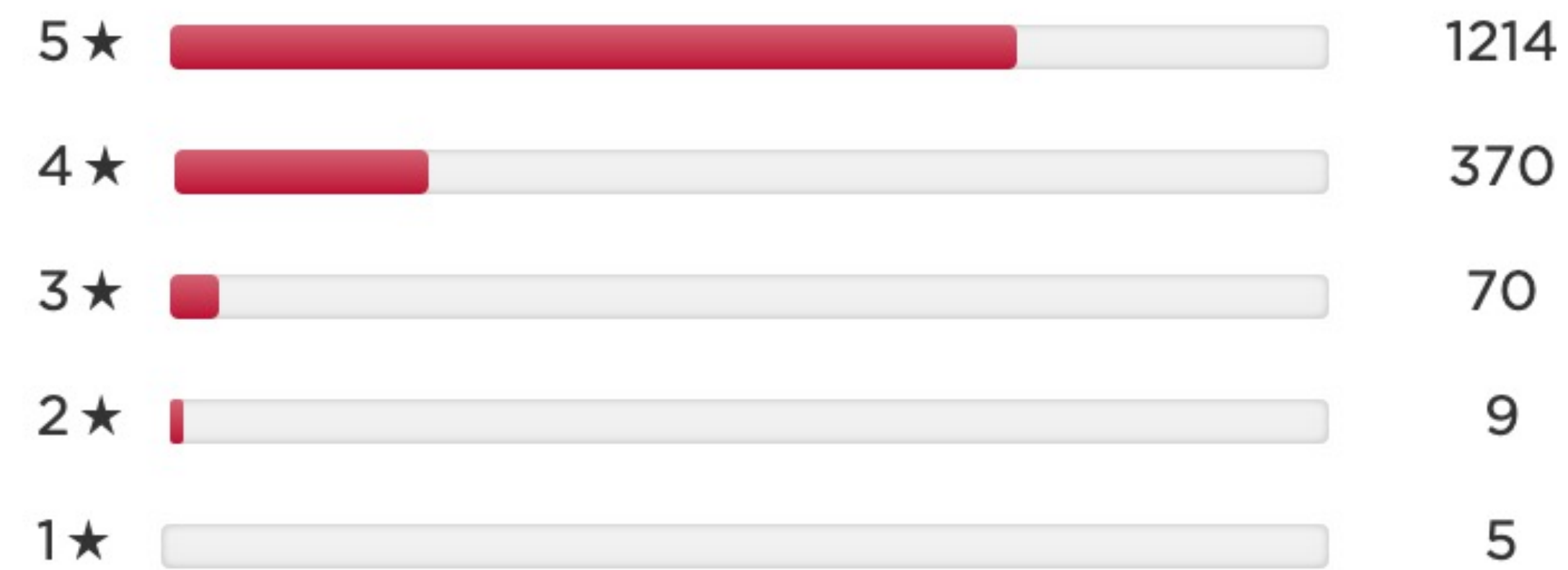
Expert Advice

After

Reviews

RATING SNAPSHOT

Select a row below to filter reviews.



AVERAGE CUSTOMER RATINGS

Overall  4.7

1-3 of 1668 Reviews

▼ *Rating* ▼ *Gender* ▼ *Age* ▼ *Skin type* ▼ *Using Clarins for* ▼ *Review To Win?* ▼ *Locale*

Sort by:

Miss September

Manchester

Reviews 3

Votes 2

Gender Female

 · 2 hours ago

Soothing and brightening.

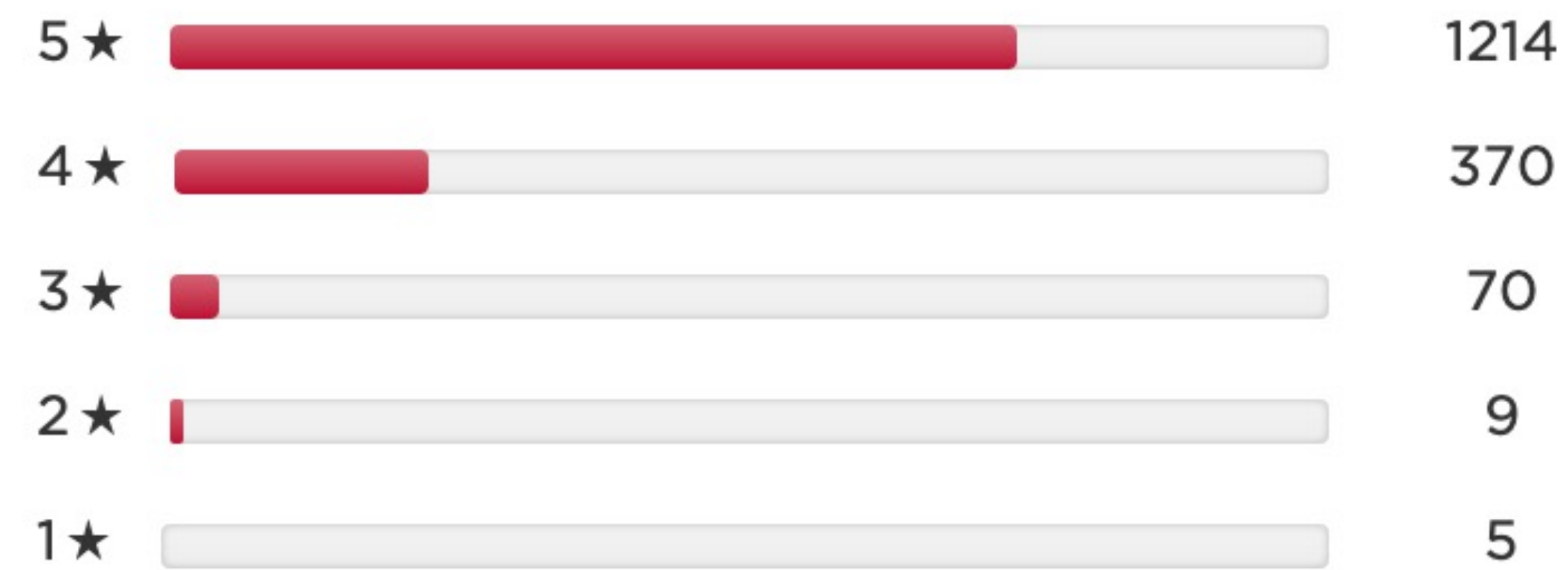
Soothing and brightening eye serum. The results are subtle but I feel I look nice and 'rested'. I enjoy using it too.

After

Reviews

RATING SNAPSHOT

Select a row below to filter reviews.



AVERAGE CUSTOMER RATINGS

Overall 4.7

227%

1-3 of 1668 Reviews

▼ *Rating* ▼ *Gender* ▼ *Age* ▼ *Skin type* ▼ *Using Clarins for* ▼ *Review To Win?* ▼ *Locale*

Sort by:

Miss September

Manchester

Reviews 3

Votes 2

Gender Female

· 2 hours ago

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Fireside Chat



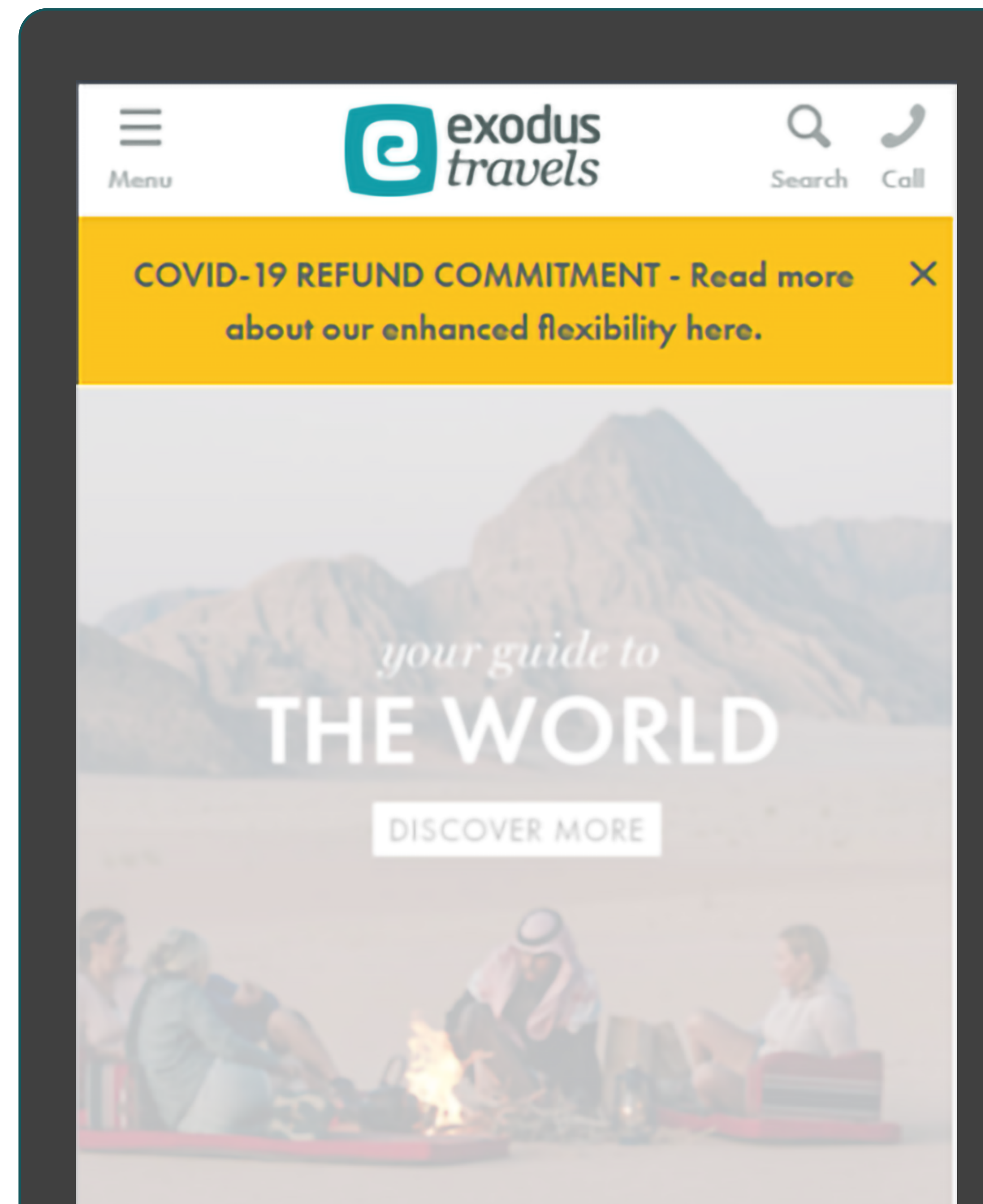
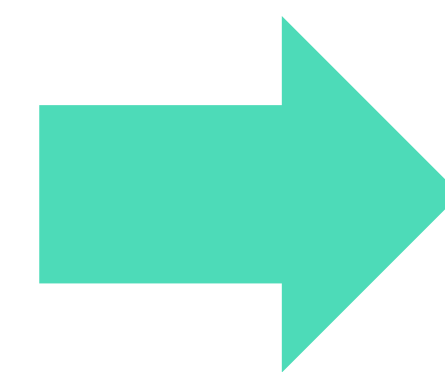
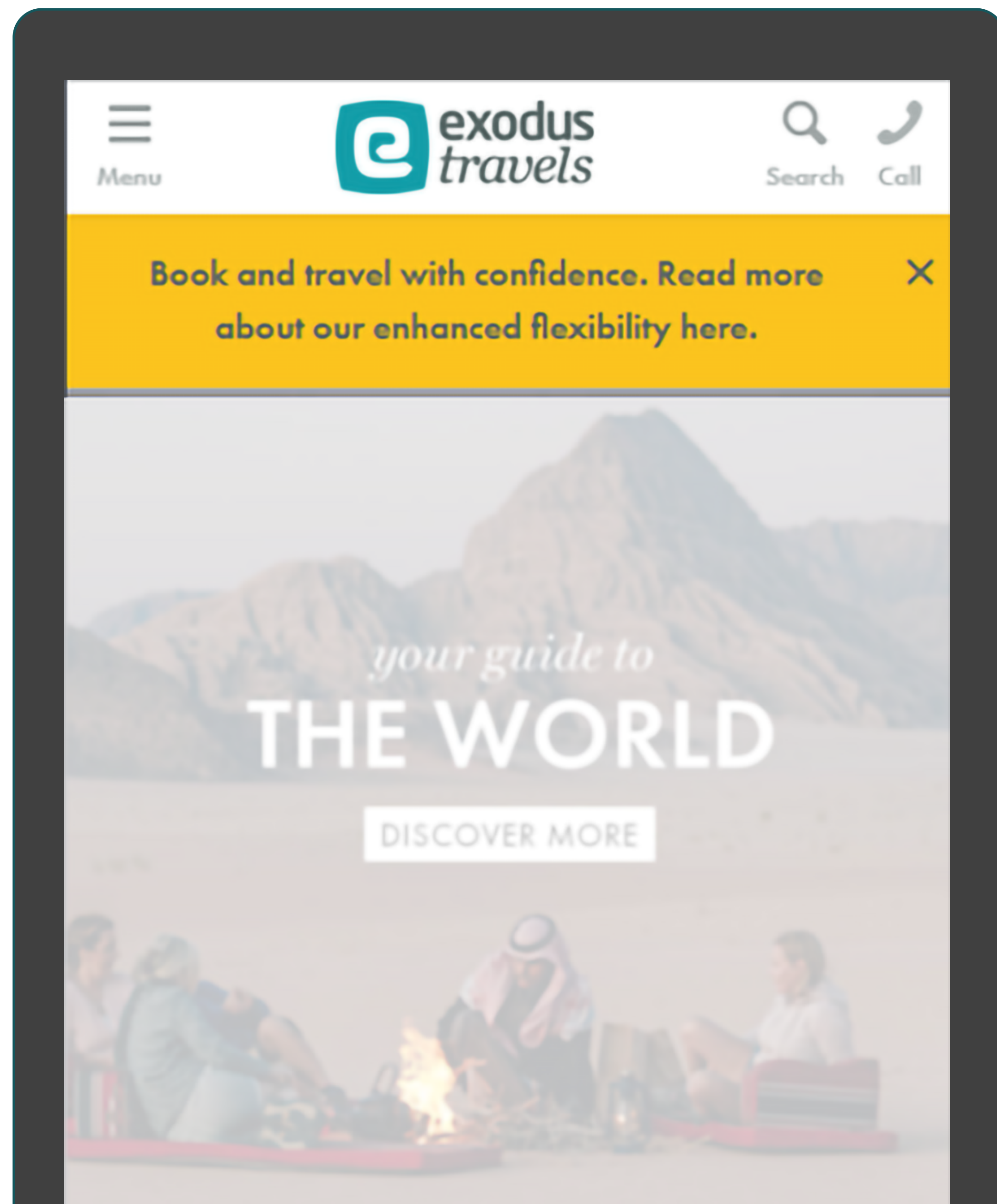
Test 1

Hypothesis

By making our Book With Confidence copy more relevant to what customers are actually looking for, more users will find the information they are looking for, therefore increasing conversion

Control

V1



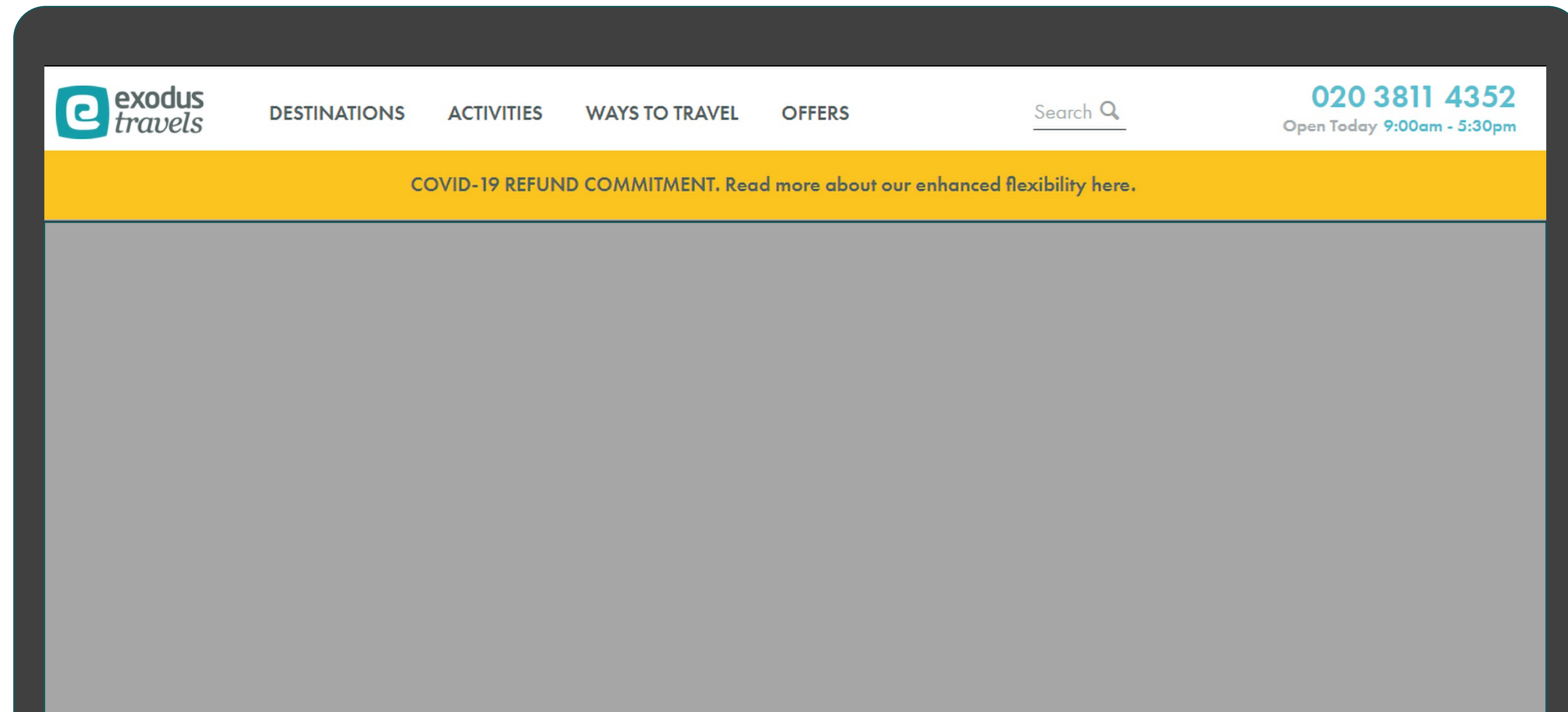
59% 
micro conversion

Test 2 - Split messaging

Hypothesis

Updating the side wide banner to include key booking/safety messaging, customers will find the content faster, therefore will be more likely to view trips and continue to book

Control



Test 2

Variation

exodus travels DESTINATIONS ACTIVITIES WAYS TO TRAVEL OFFERS Search 020 3811 4352 Open Today 9:00am - 5:30pm

REFUND GUARANTEE COVID-19 REFUND COMMITMENT 21 DAY NO-FEE FLEXIBILITY COMPLETE FINANCIAL PROTECTION

exodus travels DESTINATIONS ACTIVITIES WAYS TO TRAVEL OFFERS Search 020 3811 4352 Open Today 9:00am - 5:30pm

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SAFE DESTINATIONS CLEANING PROTOCOLS HEALTHY SMALL GROUPS SPECIAL 24/7 GUIDANCE

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SAFE DESTINATIONS CLEANING PROTOCOLS HEALTHY SMALL GROUPS SPECIAL 24/7 GUIDANCE

Test 2

Winner

The screenshot shows the top navigation bar of the Exodus Travels website. On the left is the Exodus Travels logo. The navigation menu includes links for DESTINATIONS, ACTIVITIES, WAYS TO TRAVEL, and OFFERS. A search bar is located on the right side of the navigation bar. In the top right corner, the phone number 020 3811 4352 is displayed, along with the text 'Open Today 9:00am - 5:30pm'. Below the navigation bar, there is a horizontal bar containing four service guarantee icons and their descriptions: 'REFUND GUARANTEE', 'COVID-19 REFUND COMMITMENT', '21 DAY NO-FEE FLEXIBILITY', and 'COMPLETE FINANCIAL PROTECTION'. Each icon is accompanied by an information symbol (i).

Fireside Chat



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slido.com
#Oscars***



Q&A
Join us at
slido.com
#Oscars



Thank you!

AB



@ABTasty



abtasty.com



devon@abtasty.com

SCAN ME

