



HOW VERYCHIC IMPROVED ENGAGEMENT AND CONVERSIONS BY UNDERSTANDING USER JOURNEYS



VERYCHIC

ABOUT THE COMPANY

VeryChic is a membership-based travel platform that partners with over 3,900 luxury properties worldwide to offer a highly-curated range of travel experiences to its 7 million members.

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 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 – which partners with over 3,700 luxury properties worldwide – was to make sure prospects who arrived on the site via these pages continued their journey by viewing more hotels and exclusive deals.

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 were stalling user flow.

FINDINGS

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

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

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 an average 16.53% longer, 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, which translated into a 25,000 Euro boost in revenue.

WHY AWS

Contentsquare prides itself on being a client focused company, delivering the utmost level of service to its partner brands. Data exhaustivity, retroactivity, speed to insight, high standards of security and compliance with regulations — reliability and availability are key architectural requirements, underpinning all of the platform’s capabilities.

Being able to collect and store data and on a very large scale is key to Contentsquare being able to fulfill its promise to brands, and today the platform uses more than thirty AWS services. S3 enables affordable storage on a massive scale, in multiple regions, and with an impressive durability guarantee of 99.99%.

Adopting an integrated service like CloudFront means Contentsquare can guarantee its clients 100% availability of its tracking system and a speedy load time for its tracking tag. And using the Redshift data warehouse allows Contentsquare to access several dozen TBs of data using SQL, without any of the maintenance headaches associated with administering a database cluster — a huge time and resource saver.

AWS cloud services encourage full user autonomy and in six years of use, Contentsquare has never run into any major issue with any of the services, and the support team has been very responsive when needed. Another key benefit of using the platform is that it allows Contentsquare to include open-source technologies for a more customized solution to its data-related needs.