

Testing One Change Helped Allinclusive.no Increase Conversions By 52.3%

52.3% ↑
CONVERSIONS



INDUSTRY
Consumer Service

COMPANY SIZE
1-10

LOCATION
Hedmark, Norway

CAPABILITIES USED
A/B Testing

WVO and Allinclusive.no

[This is a case study from [Sverre Bech-Sjøthun](#).]

Allinclusive.no is a holiday portal specializing in all inclusive travels. The company, founded and run by Mr. and Mrs. Carlstrøm, generated a revenue of 12 million NOK in 2011.

Objective

As we were approaching one of their top seasons, my biggest challenge was that I had to identify opportunities that didn't require programming or lots of redesign work, simply to keep both cost and time spent to a minimum.

Solution

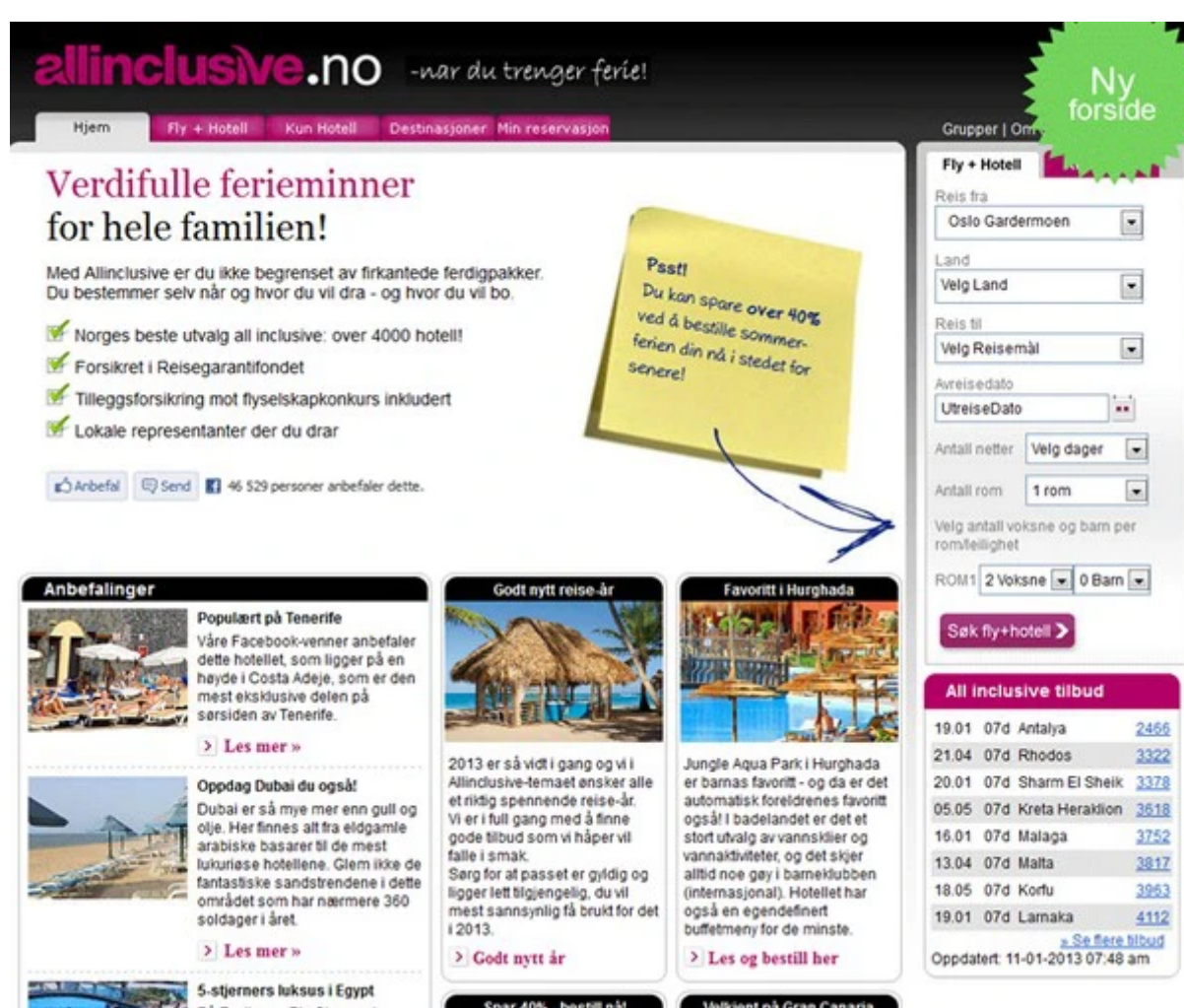
Throughout my analysis, I did identify several great opportunities in terms of usability and process optimization, but the response was (to quote MC Hammer) – You can't touch dis' (and I bet that this instant you got the song in your head – sorry!).

This is how the original page, or the control, appeared:



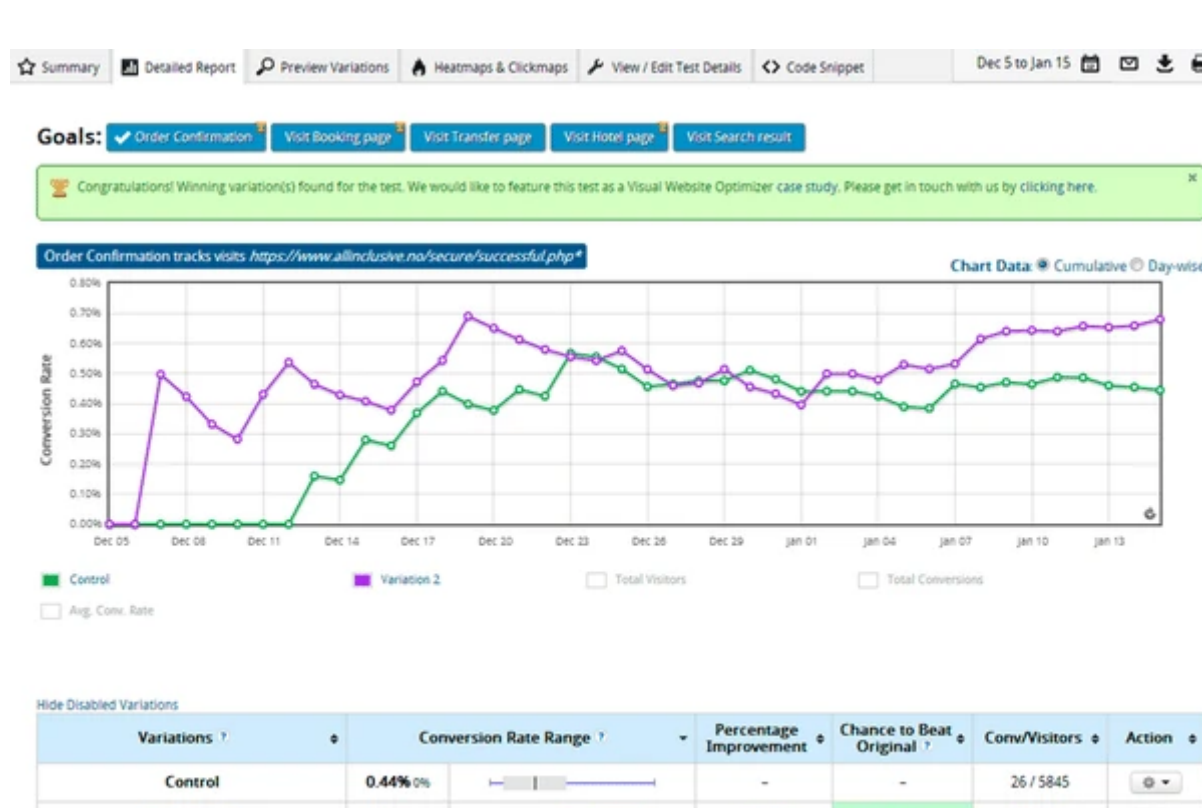
By replacing the rotating campaign banner on the front page with a very deliberately crafted copy, I was able to increase their conversion rate from 0.50% to 0.68% – an increase of 52.3%.

Here's the variation below:



These tests were performed using WVO.

The comparative results of the two versions are shown below:



Conclusion

This test is a testament to the power of a well-crafted copy, and even with a very long sales funnel, the front page influences the visitor throughout the entire funnel.

Indeed, this influence becomes more and more pronounced the further the visitor moves:

Front page Improvement

Search result	+0.48%
Hotel page	+11.08%
Upsell	+8.86%
Booking/Payment	+18.87%
Order confirmation	+52.93%

Using the WVO/GA integration with eCommerce even revealed that while the conversion rate increased by over 50%, the revenue actually doubled.

How is this even possible?

Let's start with the simple fact that your online revenue is determined by the following simple equation:

$$\text{Visitors} \times \text{Conversion rate} \times \text{Average sales price}$$

(Even if you don't sell products or services on your website, this holds true – your revenue from your website, like lead gen and others are still defined by these 3 factors.)

- **Visits** are determined primarily by marketing, advertising, PR, and customer loyalty.
- **Conversion Rate** and **Average Sale** are determined mainly by:
 - **Motivation** to perform the desired behavior (Persuasion)
 - **Ability** to perform the desired behavior (UX)
 - **Trigger** to perform the desired behavior (Call to action, like "add to cart", "Contact")

Would you like to learn more about Conversion Optimization?

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