



Pierre & Vacances

Pierre et Vacances, main player in the online tourism industry, increases its global conversion rate by 13,7% by testing the wording of a call to action.

ABOUT PIERRE ET VACANCES

Pierre & Vacances-Center Parcs Group is the leader in local tourism. Pierre et Vacances specialises in holiday rentals in France and elsewhere in Europe. The enterprise offers a substantial selection of more than 50,000 flats and houses to its 7.5 million clients across 300 locations in Europe and the Mediterranean.

CHALLENGE

For most websites, the final conversion (usually the sale) is the result of the successful overcoming of several intermediary steps. Each overcome step is a micro-conversion. Here, the first micro-conversion, which has to be completed to reach the next steps, is to access the booking page by clicking on the corresponding call to action.

HYPOTHESIS

The original wording of this call to action was "Book now", which is somewhat misleading as this is still a relatively early stage in the booking process; the customer has not yet given their arrival/departure dates.

Therefore, the variation that was tested used the wording "Check availability", which describes the next step in the conversion funnel more precisely and incites the user to overcome this step and access the booking calendar.

variation 1 "Book"



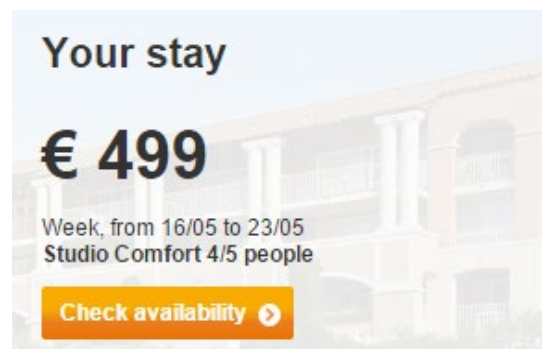
Your stay

€ 499

Week, from 16/05 to 23/05
Studio Comfort 4/5 people

Book Now →

Variation 2 "Check Availability"



Your stay

€ 499

Week, from 16/05 to 23/05
Studio Comfort 4/5 people

Check availability →

AB TASTY'S ANSWER

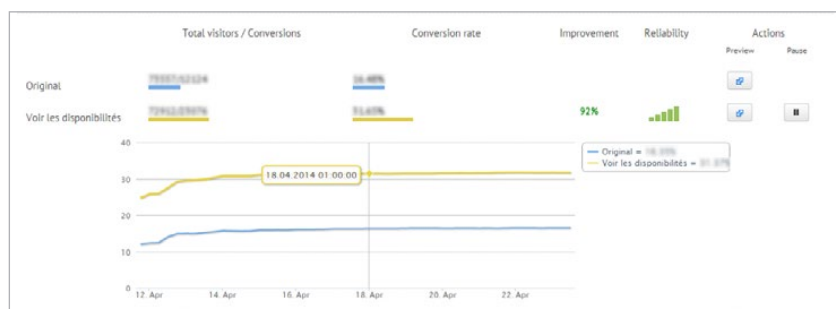
The wording was changed simply by using AB Tasty's WYSIWYG editor, which allows the easy modification of a page's content and the implementation of the modification to all pages of the same type (the product pages here).

Pierre et Vacances also set up different performance indicators: click-through rate on the call to action, global conversion rate, bounce rate...

RESULTS

The results provide clear evidence that the new wording is more effective in encouraging users to click through to the next step. First of all, there was a 92% increase in click-through rate to the call to action, which gives us 100% confidence that the new version performs better.

As a direct result, Pierre et Vacances experienced a 13,6% increase in overall conversion rate.



LESSON

The original "Book now" call to action was too forceful, particularly for those users who arrived at the site through a product page. Users prefer to be guided step-by-step through the booking process, with relevant links at each stage, rather than rushed through.

KEY FIGURES



Improvement of the clicks by 92%



260,000 were assigned to the test



The test was performed during a 14-days period



Reliability rate of 100%



CONTACT AB TASTY

38, rue du Sentier
75002, Paris
France
www.abtasty.com
contact@abtasty.com
+33 (0)1 84 17 87 52

ABOUT AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

