

CASE STUDY

With Google Optimize 360, Transavia cuts mobile homepage bounce rate by 77%



Tags [Analytics 360](#) [Optimize 360](#)

Flying high with efficient processes and tools

Dutch low-cost carrier Transavia Airlines offers attractive basic-ticket pricing for leisure and business travellers alike. With more and more consumers researching and booking travel on mobile devices, the brand wanted to help customers focus on the essentials: finding the relevant product as quickly and easily as possible.



If we **focus on validated ideas that bring relevance**, then we avoid waste by only building things our customers really want or need.

Vanja Mlaco, Lead CRO, Transavia

Lucky for flyers, Transavia has a process for continuous improvement in place. "We build prototypes of accepted test hypotheses in our A/B testing tool," explains Vanja Mlaco, lead CRO at Transavia. "Building prototypes with our conversion rate optimization team instead of our regular development team ensures that our scarce resources are not burdened by developments that are not yet validated."

Working with Google Marketing Platform, Transavia identified a list of possible usability tests and decided to use A/B testing to validate these proposed improvements. Because the team was already using [Google Analytics 360](#) for web measurement, they were able to easily take advantage of [Google Optimize 360](#), which integrates with Analytics 360 for fast prototyping and testing.

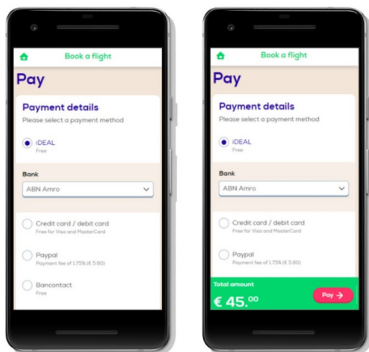
Elevating mobile

Currently, the team is running 10 A/B tests a month on average, and the ambition is to scale this further. Mobile is a central focus. "Our customers expect an awesome mobile experience from us, so mobile is where our attention lies," Vanja says. One recent test showing a mobile-optimized homepage saw the bounce rate drop by 77% and conversion rate improve by 5%.

Vanja continues: "This means an increased focus on mobile usability and an increased focus on page speed in order to deliver a really fast experience." Indeed, Transavia's new homepage is much faster with a load time of just two seconds on a 3G connection, a 67% improvement compared to the company's old homepage.

Streamlining business operations

Since starting to work with Optimize 360, time spent on the analysis part of experimentation has fallen by 50%. This helps Transavia achieve the goal of building analysis capabilities internally instead of having to do so externally. In a complex IT architecture, using several systems with the same metrics causes redundancy and confusion. And Google Marketing Platform helps Transavia centralize its key metrics in a single space.



Transavia conducted an A/B test where the price and call-to-action button appeared above the fold.

The Goals

- Optimize digital experience
- Improve mobile usability
- Generate more revenue

The Approach

- Identify and execute A/B tests focused on mobile usability
- Implement analysis strategies into day-to-day operations

The Results

- 77% lower bounce rate
- 5% higher conversion rate on mobile
- 50% reduction in time spent on analysis