



PURE JOURNEYS INCREASE TRAVEL BOOKINGS BY 110%

IMPRESSIVE REVENUE GROWTH USING DATA-DRIVEN
DIGITAL STRATEGY & CUSTOMER INSIGHTS



PRIMARY OBJECTIVES

1. Validate business model
2. Improve user experience
3. Increase revenue

CAMPAIGN

Digital Strategy and
Conversion Rate Optimisation

RESULTS



Pure Journeys offer unique self-drive holidays in New Zealand, customised to individual tastes and schedules. Its service offerings include car hire, accommodation, activities and attractions, extensive personal itinerary and local customer assistance.

Their aim is to get travellers immersed in all New Zealand by designing tailor made itineraries that make for once in a lifetime experiences.

GOAL

Pure Journeys originally approached FIRST with a focus on increasing awareness of the brand online, with the primary role of increasing qualified visitors to the site from key markets. Pure Journeys had developed a bespoke, real time online booking widget that allowed visitors to plan, customise and book their ideal self drive NZ holiday online.

Initially, FIRST was tasked with increasing targeted visitors to the site cost effectively, which, it was hoped would initiate a flood of bookings through the automated, real time online booking engine.

FIRST and Pure Journeys agreed on a dual approach by driving targeted visitors to the site cost effectively through SEM to validate the business model and gain some quick intelligence as to how well the real time online booking engine would be received by travellers, while at the same time looking to implement a robust SEO strategy for longer term growth in key markets.

Early results showed visitors were engaging on the site and the real time booking widget, but failing to deliver actual bookings. Although FIRST knew the website was currently under-performing, further investigation was needed to uncover the reason behind this.

APPROACH

CUSTOMER RESEARCH

FIRST undertook an extensive data gathering and Research piece, which was conducted using a variety of methods:

- User testing
- On-page analytics
- Surveys
- Review of competitor sites
- Interviews with call centre
- Review of live chat transcripts

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“ *FIRST was instrumental in setting up a framework for strategic decision making for the Pure Journeys brand. Their data-driven and agile approach allowed us to quickly implement site changes based on our customers’ needs and provide a seamless online experience for them.*

By implementing FIRST’s pivot strategy, we gained a better understanding of our customers’ behaviour and made better decisions to grow the business. ”

CHRIS SUTTON
Director, Pure Journeys

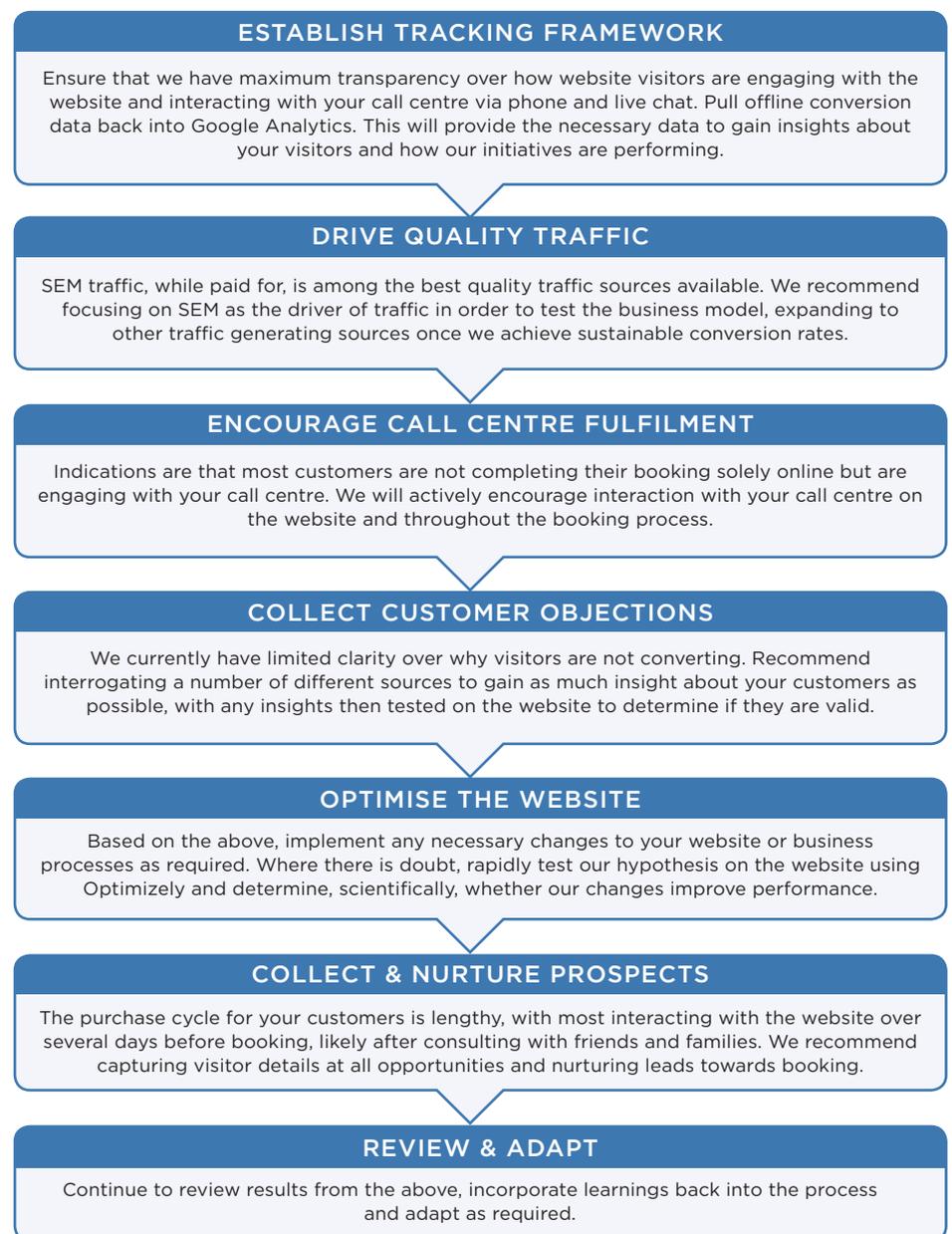
FIRST’s findings concluded that that Pure Journeys had all the pre-requisites to perform well, including a professional and credible site, good pricing and quality content. However, there were some underlying issues that were preventing customers from engaging with the brand and converting.

INSIGHTS

Insights gained helped to paint a clear and compelling picture of what’s happening from a visitor’s perspective and pointed to the changes FIRST needed to make on the site.

METHODOLOGY

FIRST devised and implemented the following methodology designed to help isolate website conversion causes, maximise conversions and support a business case for potentially pivoting the company to offline fulfilment.





RESULTS

The research, data and intelligence gained, supported our assumption that potential customers need to engage with the company on a personal level, through live chat or over the phone, before making a purchase decision of this nature.

PIVOT STRATEGY

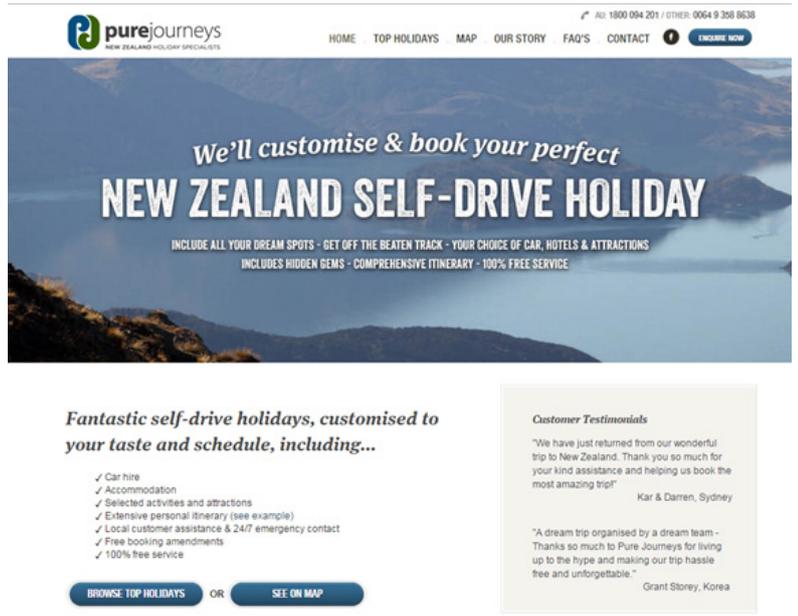
FIRST then deployed a pivot strategy from online conversion to offline conversion using Optimizely to effectively change the entire site experience and conversion funnel, minimising the need for costly developer intervention and deploy website changes quickly and cost effectively to test hypothesis before hard coding to the live site.

RESULTS

Through changes made, FIRST was able to achieve a 220% increase in actual enquiry (email and phone), a massive increase in newsletter sign ups (59.2%) and a 110% increase in firm bookings for Pure Journeys.



Previous Site Design



Revised Site Design - as a result of pivot strategy & findings