

## Ski Deals Site Optimizes Checkout Funnel for SEM Traffic

Less Content and More Personalization Increases Purchases 23.7%

**Challenge:** Liftopia uses search engine marketing (SEM) advertisements to drive potential customers to ski deals on its site. SEM drives highly-qualified traffic — searchers who already have a specific resort in mind — to a landing page midway through Liftopia’s purchase funnel. From there, Liftopia’s goal is to provide the best user experience possible in order to drive more purchases and revenue from site.

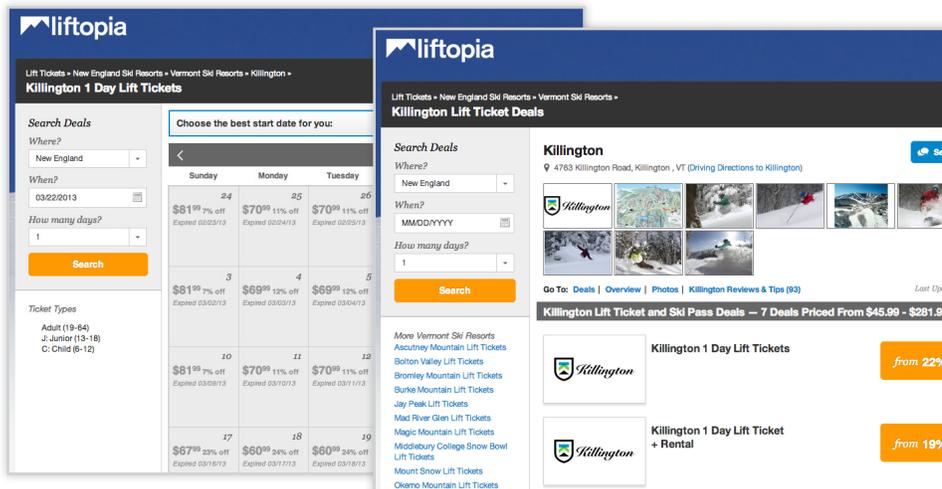
“If you’re searching for a Squaw Valley deal, our goal is to bring you into our site, remove all distractions from other resorts’ deals and offers, and keep you moving down our funnel.” — Dave Nuffer, Product Manager, Liftopia

In the past, this presented a hurdle — pages in Liftopia’s purchase funnel offered numerous options for cross-sell via a sidebar column and a search widget. When visitors landed on a page from SEM, they had the option to either buy the results, search for new results, or click directly on deals to other resorts. Liftopia wanted to determine whether tailoring their funnel pages around the resort promoted in the SEM advertisement would drive more visitors down the funnel to purchase the package.

**Hypothesis:** Since they knew what SEM-traffic was searching for already, the team hypothesized that showing a tailored experience with exactly what visitors had searched for — instead of options they didn’t want in the first place — would increase purchase conversions and decrease bounce rates.

**The Test:** Liftopia used Optimizely to test different experiences within the SEM purchase funnel and measure which converted more visitors into customers. They set up a multi-page experiment to ensure a unified experience throughout the flow.

### ORIGINAL FLOW



Liftopia’s original SEM landing pages had several opportunities for cross-sell.

### At a Glance:

Customer:



Website: [www.liftopia.com](http://www.liftopia.com)

**About:** Liftopia is a hub for skiers and snowboarders to find discounted lift tickets rentals, lessons, dining, and various other mountain activities. It offers deals to more than 150 ski resorts across North America.

**Goals:** Increase purchases from SEM traffic

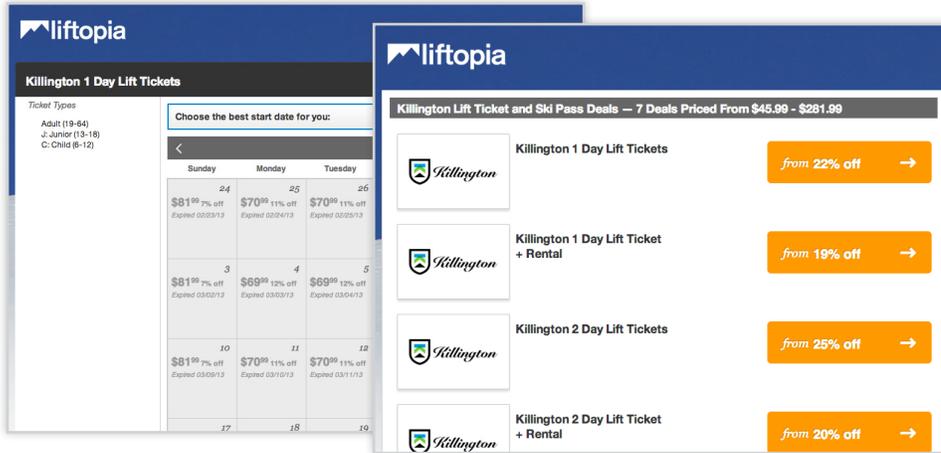
**Test:** Simplify purchase funnel

**Results:** 23.7% increase in purchases

“ Optimizely has taken the debate aspect out of design and design-by-committee. We let our users tell us what designs are the best layout. If we have a question about what the best design is, we test it.

**Dave Nuffer**

Product Manager, Liftopia



In this variation, they removed the search widget and the links to other resorts to help keep the user moving down the funnel.

To execute the test, they created two variations across their funnel pages. The original flow included the search widget and other cross-sell options throughout the funnel. The variation flow removed the search widget and additional offer links altogether.

The Liftopia team targeted the test to apply solely to SEM traffic — this gave them the ability to provide a highly customized experience to visitors entering their site from search.

**Results:** After running the test for just seven days, a statistically significant result emerged: the variation flow increased conversions by 23.7%.

Experiment	Conversion Rate	Improvement
Variation	6.1%	+23.7%
Original	5.0%	

Dave and his team used Optimizely to push 100% of SEM traffic to the winning variation while their engineers worked to implement the improved experience into their site code. Using Optimizely’s traffic allocation feature, the team could instantly realize the increase in revenue from their SEM ads.

**Takeaway:** A/B testing makes dollars spent on other marketing initiatives — such as SEM campaigns — more effective. Testing different purchase funnel variations helped Liftopia better understand how SEM-driven traffic behaves and ultimately convert more visitors into customers. The Liftopia team quickly learned that the more qualified the traffic, the more targeted a page layout can be.

**About Optimizely:**

Optimizely is a world-class website optimization platform that enables users with and without technical expertise to make dynamic changes to their websites, test the variations to live traffic, gather immediate results and start achieving goals.

Optimizely helps more than 7,000 clients drive more leads, sales and conversions through simple website testing and optimization.

**Optimizely By the Numbers**

(As of May 2014)

**7 Billion**  
web experiences delivered

**500,000+**  
experiments run since launch

**7,000+**  
customers

**Happy Customers:**

