

Priceline.com significantly boosts conversion rate on mobile devices with mobile-optimized site



About Priceline

Priceline.com makes it easy to find cheap hotels, discount airline tickets and rental car deals, even at the last minute. Shop and compare rates at thousands of hotels worldwide to find the perfect hotel deal. Or, for potentially deeper savings, try the company's Name Your Own Price® hotel service.

- Priceline.com
- m.priceline.com

Goals

- Cater to growing global mobile device audience
- Increase traffic and conversions
- Improve experience for on the go users

Approach

- Created mobile-friendly site with current-location search, bigger buttons, and easier checkout
- Promoted site through Google Mobile Ads
- Use mobile analytics to better understand and improve user experience

Results

- Increased unique visitors by 13.9%
- Tripled page views
- The mobile site's share of business grew 31%
- Mobile traffic increased 50% through Adwords
- Better website experience and new cross-device attribution

Name your price

The Priceline Group is a leader in global online hotel reservations, with over 235,000 participating hotels worldwide. The Priceline Group provides online travel services in over 180 countries.

When traveling is your core business, delivering reliable, on-the-go access to travelers is a necessity. Priceline's research shows that mobile travel bookers are typically closer to the hotel of their choice, often in the same city, and they book last-minute more often than other travelers, which led them to invest in a mobile website strategy.

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—Mark Abraham, senior online marketing manager, Priceline.com

A mobile website tailored for on-the-move customers

Considering the global nature of Priceline.com's business, ensuring reliable, user-friendly mobile access across a variety of devices all around the world is essential. "Mobile traffic is becoming a larger share of the overall traffic coming to our website," says Mark Abraham, senior online marketing manager for Priceline.com. "We needed to provide a better experience to these users."

As a key part of achieving this goal, Priceline.com took approximately four months to re-build their mobile-optimized website. The company focused on improvements in three areas: current location search; design improvements such as simplified content and larger buttons; a faster, more streamlined checkout. Abraham says: "The mobile site was built from the ground up as a client-rendered mobile web application as opposed to a server-rendered desktop website."

"Just due to creating a mobile-optimized site, we saw a dramatic increase in conversion rate—any marketing manager would be happy with that", adds Abraham. "That followed an increase in unique visitors by 13.9%, the average duration on the site increased by 45% and page views tripled, indicating a much-improved site experience."

Paid traffic from mobile devices increased 50% through Google Mobile Ads

The company promotes its mobile presence through Mobile Search Ads and Mobile Ad Sitelinks that direct users to specific pages of a website, and is also testing mobile app extensions. Because of the improvements to their mobile site Priceline was able to grow mobile traffic from Google Adwords by 50%. "We're pleased with the growth we're seeing; the mobile site's share of business grew by 31% since the new version launched", says Abraham.

About GoMo

GoMo is a Google-led initiative dedicated to helping businesses “Go Mobile” by providing them with the tools and resources they need to make their websites more mobile-friendly. On the GoMo website, businesses can see how their sites look on a mobile device using the GoMoMeter tool and get personalized recommendations for creating a more mobile-friendly experience. The site also has information on current mobile trends and mobile site best practices, as well as a list of developers ready to help companies build their mobile sites.

For more information visit:
<http://howtogomo.com>

The company also plans to extensively create mobile-specific search campaigns and work to build more relevant landing pages. The company is also considering opportunities in display advertising.

“Even now, we understand that small improvements in mobile conversions can make a huge difference to the business.”

—Mark Abraham, senior online marketing manager, Priceline.com

Capturing opportunities at every step in the purchase process

To continually improve its mobile experience, Priceline.com used internal analytics and identified key insights that will help in serving customers better. First, the company needed to give users more price guidance for the Name Your Own Price (NYOP) product, where bidders can literally name their own price bid for staying at a particular hotel. As a result, the median retail price of hotels is now available on the NYOP page.

Second, based on the different behavior and data they saw for mobile devices, Priceline was able to segment users into two main groups: those booking on the go, who are often last minute and look for same day reservations, and those using their mobile devices in the research process, but who book later on a desktop or tablet site or via other distribution channels.

Priceline is now actively working on attributing value across platforms and devices to better understand the total returns from mobile investments: “Conversion rates have improved already, and we are continuing to improve the site and working to build out landing pages as well as starting to plan in the future toward cross-platform and cross-device attribution. But even now, we understand that small improvements in mobile conversions can make a huge difference to the business”, concludes Abraham.

