HAVEN HOLIDAYS
WEBSITE PERSONALISATION

THE CHALLENGE

Haven, part of the largest privately owned holiday operator in the UK, wanted to improve the experience on its website by displaying content tailored to customers’ needs and holiday preferences.

With 35 holiday parks around the Great British coastline, Haven has a wide variety of customers with different requirements that influence their purchase decision. These needs and preferences can vary a great deal depending on factors like where they live, park facilities and family demographics. Unsurprisingly, this breadth makes it a challenge to optimise the site to appeal to everyone.

One clear solution to this problem was website personalisation. The benefits were clear but consideration about the right technology, expertise and resources required to effectively implement it made website personalisation a big challenge to ensure they got it right.

THE SOLUTION

RedEye started by using Haven’s CRM database to analyse Haven’s data to identify segments that could be targeted effectively.

Following this analysis Haven decided to focus on the large amount of visitors who browse park pages, but leave before making a booking. Haven was able to identify these visitors by using RedEye’s smart tags which link a cookie back to an individual customer ID (for example email address). Once this segment was identified Haven was in a position to re-target these users with online content relevant to the browsing or search activity from the user’s last visit.

The original Haven homepage featured a large carousel which was visible to every user entering or returning to the site. Using RedEye’s website personalisation process this carousel was modified to dynamically display a new static image which showcased information on the park the user had already expressed an interest in. This image included the USPs of the park along with a suitable CTA to encourage users to find out more and hopefully book. Four parks were selected to begin with, to test whether this personalised approach would increase bookings. Segments were chosen based on the parks with the highest online views.

In order to prove its worth the process was set up as part of an A/B test (this way Haven could test the success of the personalised homepages against the generic homepage). A/B testing against the original/generic content is a big part of RedEye’s approach. At RedEye, we believe this is the best way to truly prove the ROI of website personalisation. The ease of integration between Haven’s existing testing tool and RedEye’s database made this simple to achieve.
FROM THE CLIENT...

“Website personalisation is the future. We’ve been running highly targeted personalised and targeted email campaigns with RedEye for years, and we were delighted when they provided us with the opportunity to trial RedEye’s personalisation technology to provide highly targeted and relevant information to our customers on our website. I would encourage marketers to think about how they can improve the customer experience online, and a very good way to do this is to make information personal and relevant to the user. Our personalised email trigger campaigns have seen great results such as a 54% open rate and 53% click through rate from a personalised abandoned booking campaign. And now, RedEye’s website personalisation solution has helped us prove how showcasing relevant content on the website improves conversion. It’s fantastic that we are now able to target customers as soon as they enter our site with relevant content and while it is early days we are thrilled by the results.”

Head of E-Commerce – Haven

THE RESULTS:

Replacing the homepage carousel with a personalised image increased bookings by +21% and revenue by +14% during the testing period.

These fantastic test results were essential to prove website personalisation not only improves the customer experience, but it also has a huge impact on website conversions.

Following this success Haven is now planning to create a personalised static image for all 35 parks so more users can benefit from this personalised website experience.

And this is just the start! Now that web personalisation is proven to be a success, Haven and RedEye are looking to increase the number of personalisation tests to scale the experience across the whole site and to implement tests on other segments.
HAVEN HOLIDAYS
WEB PERSONALISATION
CONCEPT TESTING

CONTROL
Large generic carousel

VARIATION
Personalised banner image based on visitor’s previous activity

FIG. 1 - CONTROL

FIG. 2 - VARIATION

Welcome to Haven, Britain’s Favourite Seaside Holiday.
Golden sand between your toes, the smell of a sea breeze and the sound of your kids happy, the best sound ever – that’s what Haven family holidays are all about. Our holiday parks are the perfect escape! And we’ve kept our 2014 UK holidays as affordable as ever. Plus, all bookings come with our price promise - we guarantee the price of your holiday!