

Arke's optimization model provides lift to conversion rate and revenue

Like most hoteliers today, Omni Hotels & Resorts competes for market share against all the major online travel agencies (OTAs) and disruptive lodging brokers. Within Omni's plans to increase revenue, Omni recognized an opportunity to improve their online booking rate. They partnered with Arke to make this happen.

GOALS

Increase hotel night bookings on omnihotels.com.

Increase market share with more direct bookings.

Optimize the existing website with progressive enhancements

Engage in a partnership based on shared success goals.

APPROACH

Arke's Strategy team developed an enhancements road map to prioritize the opportunities to increase booking rates in the shortest production time possible.

Arke's Delivery Team addressed known infrastructure and performance issues before deploying monthly enhancements to the site.

Arke and Omni formed an incentive-based engagement to align both parties to shared performance goals: increased booking conversions and session traffic.



INDUSTRY

Luxury Travel & Leisure

SERVICES

- Arke Marketing Technology Alignment (MTA)
- Arke Strategy and Experience Design
- Conversion Optimization Services
- Technical Development and Implementation
- Managed Application Services

STRATEGY

Arke utilized a "test, learn and iterate" workflow to increase conversion rates and revenue generated from high-value, high-traffic pages. This approach combined strategy, design, development, and analytics in a repeatable pattern to maximize learnings and the frequency of updates.

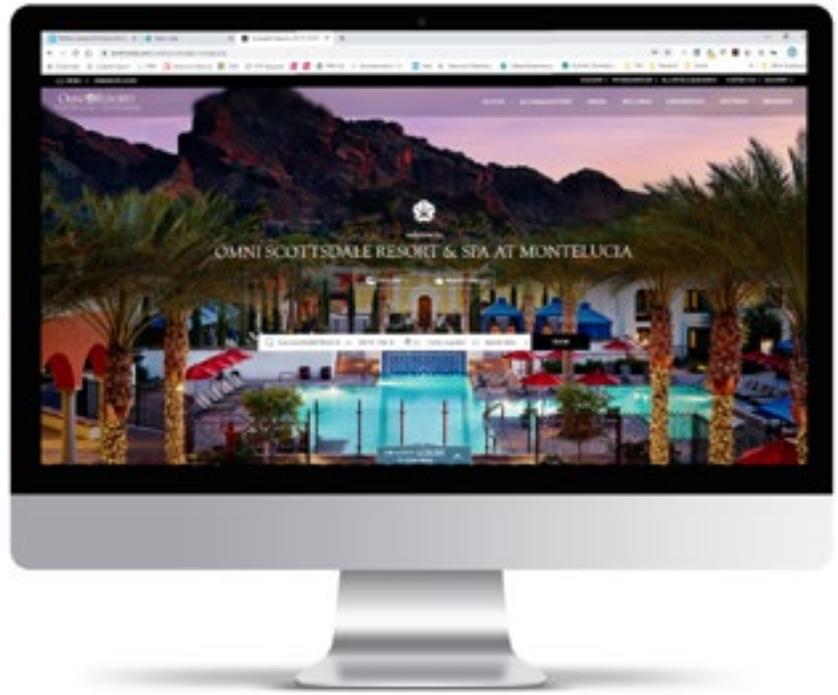
TECHNOLOGY

Sitecore 8.2, Solr, FullStory, Optimizely

Omni Hotels & Resorts creates genuine, authentic guest experiences at 60 distinct luxury hotels and resorts in leading business and leisure destinations across North America. With more than 25 iconic golf courses and 16 award-winning spas featured in dynamic locales nationwide, every Omni proudly opens its doors to share the true spirit of its destination.

“We hit our all-time, single-day booking record on omnihotels.com.”

Kevin Carfa Corporate Director, Digital Commerce, Omni Hotels & Resorts.



SOLUTION

Arke's Strategy Team conducted competitive industry research, analyzed a broad range of best-of-breed digital experiences, documented relevant market trends, and created personas and customer journeys to align the teams. Arke's Experience Design team created an optimization road map, prioritizing the work that would deliver the largest gains to Omni's business goals, and crafted new page designs to enhance the customer experience.

Prior to the first major release, Omni and Arke implemented FullStory to capture session playback and real-time analytics. Since then, Arke and Omni started leveraging UX/UI insights surfaced through FullStory to improve the user experience and increase the velocity of the deployment lifecycle while reducing process complexity. The days of laborious, time consuming and expensive user testing are over.



Key Areas of Optimization

- Property Detail Page
- Home page
- Booking Selection Elements
- Photo gallery improvements
- Social Content Integration
- Property Listing Pages
- General Interest Pages
- Offers and Offers Listing Pages

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“We released our first bundle of optimizations after 60 days with Arke and saw a sustained 12% lift in conversion rate over the first 10 days.”

Phil Yi, Vice President of Marketing and Communications, Omni Hotels & Resorts.

Using FullStory we can easily identify problematic user sessions, query those user segments for a more in-depth UX analysis, and quickly make improvements. The increased visibility into users' digital experiences enables Arke to make continuous improvement to the Omni site and exceed critical KPIs and milestones.

This test, learn and iterate strategy has been a key value driver with Omni and is an important addition to our workflow enabling us to deliver the short-term wins in context of the longer-term strategic road map.

RESULTS

Current Results:

- 13% increase in booking rate over the first 6 months
- 5 consecutive releases exceeding KPIs
- Single-day, all-time booking revenue record on omnihotels.com

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