

airBaltic



## How airBaltic Achieved a Conversion Rate Uplift of 5.8% with Home Page Personalization



“Just one platform and we are sorted in terms of acquiring, activating and retaining our users, while driving revenue. It was a wise choice to start optimizing user experiences as per their ever changing needs and Insider helped us a great deal in achieving that. We can experiment with our ideas to see what works for us and that makes a huge impact on our business KPIs’. I’m certain that this is just the beginning of building a best in class user experience. There is no stopping as the team at Insider keeps inspiring us to think “What’s Next?.””

**Maris Rudens**

Head of Digital Marketing and Loyalty at airBaltic

## About airBaltic

airBaltic is a regional airline serving 60 destinations from their home base in Riga, Latvia, since 1995. The airline offers convenient connections via Riga to its network spanning Europe, Scandinavia, Russia, CIS, and the Middle East.

Taking the best practices both from traditional network airlines and ultra-low-cost carriers, airBaltic offers passengers economy as well as full business class services. Their main priorities are safety, punctuality, and service.

## Did you know?

airBaltic was the first airline in the world to introduce the brand new Airbus A220-300 aircraft.

## Building a Unique Experience for Each Traveler Across Channels

With fierce competition in the airlines industry and a wide array of users, delivering a unique experience is a challenge and airBaltic was no exception.

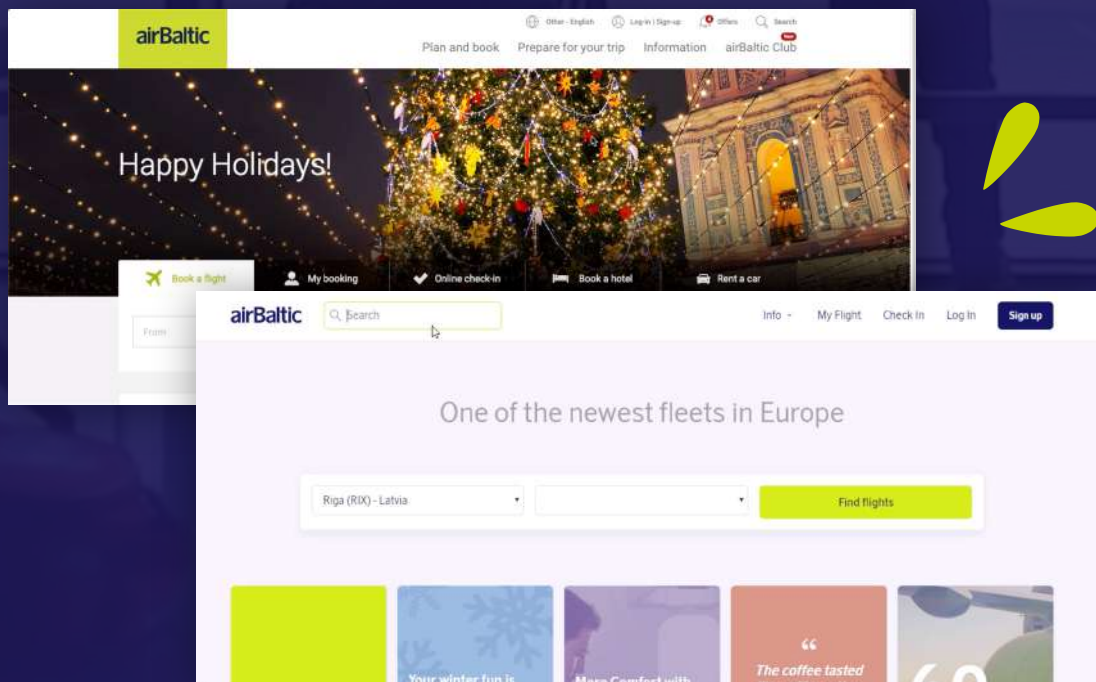
The challenge for the airline was to build value-driven supporting channels and services to deliver a brand experience that consistently surprises and delights their users. In fact, this was a need of the hour as user needs and preferences kept changing at each stage of the life cycle.

To overcome this challenge, their primary goal was to build a unique experience for each traveler on their digital channels. This was associated with a secondary goal of improving their main KPIs like conversion rate and average session duration on their website.

## Testing Home Page Variations to Drive Conversions

airBaltic started with personalizing their home page for different audience segments. The idea behind this was to test different versions of their website homepage to see which user experience performs the best.

Keeping the primary KPI in focus, they began A/B/n on their home page for a week with 3 different variations, also keeping the original version of the home page.



## 5.8% Conversion Rate Uplift on the Winning Variation

At the end of this 3-week experiment, airBaltic found out that an alternate version of the home page was performing better than the original version, both in terms of user experience and average session duration. airBaltics observed a conversion rate uplift of **5.8%** on the winning variation.

[www.useinsider.com](http://www.useinsider.com)

[info@useinsider.com](mailto:info@useinsider.com)

London | Singapore | Tokyo | Hong Kong | Seoul | Sydney | Helsinki | Barcelona | Dubai | Moscow  
Warsaw | Taipei | Jakarta | Istanbul | Kiev | Ho Chi Minh City | Bangkok | Ankara | Kuala Lumpur