

Through specialist Conversion Rate Optimisation, we helped The Perfect Wave increase their online enquires by 81.28%!

www.theperfectwave.com.au



“The results speak for themselves. But what they don’t say is, when you need to speak to someone about your business needs, you need them to not only understand your business, but be able to communicate the issues and solutions in a way you understand.”

Jamie Gray, CEO at The Perfect Wave Travel Group

THE GOALS

- Improve website conversion rate

THE SOLUTIONS

- Developed targeted personas
- Google Analytics Data Analysis
- Implemented heat mapping technology
- Predictive eye-mapping technology
- Website and content recommendations

THE RESULTS

- 81.28% more people made an enquiry
- 24.03% less people dropped out while making an online enquiry
- People spent 5.99% more time on the website rather than leaving

About The Perfect Wave

The Perfect Wave is the world's largest surf experience company, with a global network of tour operators and offices in Australia, France, Japan, Bali, and the Maldives. They know that all surfers are different, which is why their philosophy is simple: to help you discover YOUR perfect wave.

Situation

The Perfect Wave helps thousands of surfers each year, primarily through online channels.

"Online marketing is a mine field and no matter what you think you know about your web presence as a business owner, there is still so much more to learn. Although I have managed and built websites for nearly a decade, the constant changing landscape in online marketing ensures you have to stay one step ahead of your competitor."

Online performance before campaign:



Low Conversion Rate was 0.65%.

This means **out of every 200 visitors** to their website, **only 1 to 2 people would enquire** to make a holiday booking with The Perfect Wave.

The Perfect Wave had always received healthy amounts of traffic to their site. However, as the online consumer became savvier and time poor, the website's conversion rate had been in decline.

"When my needs required expert advice on lead generation as enquiry was dropping without reason, I called my friend Gary and E-Web".

Solutions

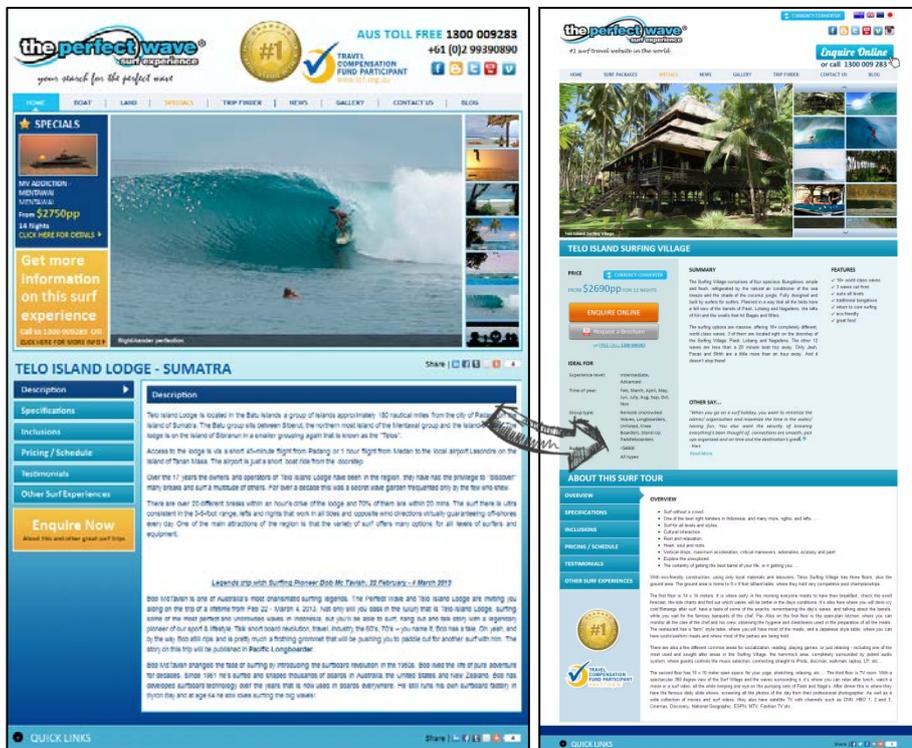
“When you need to speak to someone about your business needs, you need them to not only understand your business but be able to communicate the issues and solutions in a way you understand. The team at E-Web, not only understand your business but they speak your language, which is massive in this digital online world”.

Since the website met design and conversion best practices, E-Web Marketing took a more scientific approach. We started by developing personas of their target markets. Using these, we ran targeted user tests to find out what the key drivers and sticking points of the website. We also analysed data from Google Analytics, heat mapping technology and predictive eye-mapping to understand how users were using the site.

The findings from the research were taken into a creative brainstorming phase. From this, E-Web Marketing’s Conversion Rate Optimisation specialists developed a concept with increased focus on:

- ✔ Easy-to-use search function
- ✔ Tailored information architecture
- ✔ Streamlined call-to-actions

The concept was translated into wireframe designs which were then presented to the client via a seamless review process. These were then designed into a clean, visually appealing design:



Holiday package page, before (left) and after (right)

Recommendations made after a site analysis:

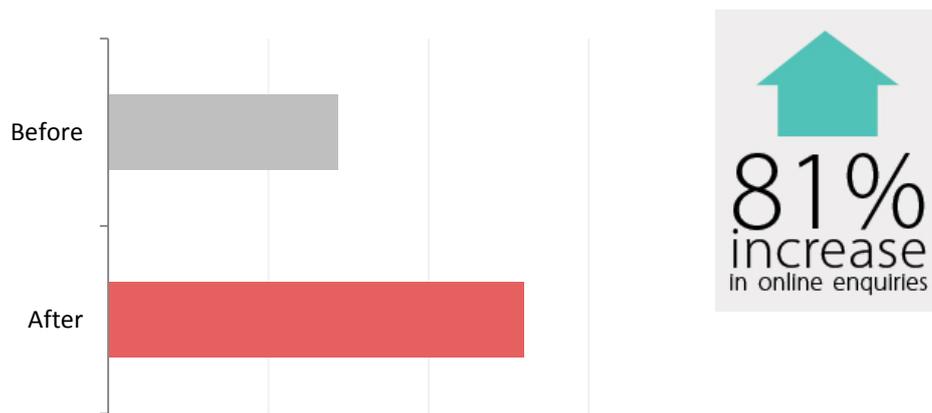
- ✔ Stronger call-to-actions
- ✔ Put more emphasis on the photographs as a main attraction
- ✔ Highlight the selling points on the page
- ✔ Add elements of trust to build credibility
- ✔ Format copy for improved readability

Results

After the new designs were launched, The Perfect Wave noticed a vast improvement with the conversions:

- ✔ 81.28% **more people made an enquiry**
- ✔ 24.03% **less people dropped out** while making an online enquiry
- ✔ People spent 5.99% **more time on the website** rather than leaving

Number of Online Enquiries



(Comparing Jun 1 2012 – Oct 31 2012 vs. Jun 1 2013 – Oct 31 2013)

The Perfect Wave campaign has been gaining steady sales through their website since E-Web Marketing started working on their campaign. Jamie concludes:

“The results speak for themselves. Thanks guys, keep up the good work”.

[VISIT THE PERFECT WAVE'S SITE](#)

[READ MORE CASE STUDIES](#)