

# **How to Bring Insights & Experiments into an Optimized Customer Journey**

Thanks for joining!

# Julia Allen

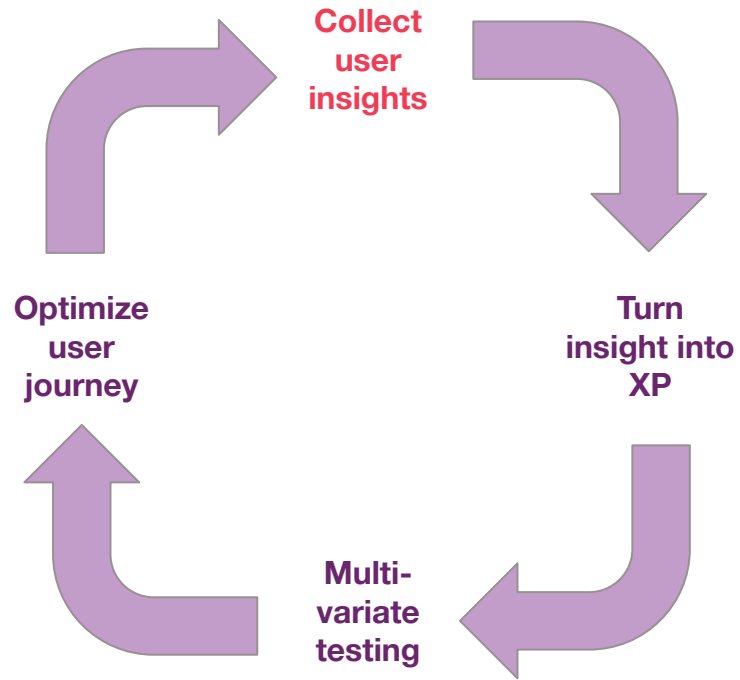
Lifecycle Marketing,  
Hipcamp





## Agenda

- 01** Collecting user insights
- 02** Turning insights into experiments
- 03** Multivariate experimentation
- 04** Optimizing your customer journey
- 05** Case study



## Collecting User Insights





**“When picking a campsite, I look for privacy, the right accessibility & fit, and I don’t want to go too far out of the way.”**

**Rhonda & Kevin Allen**

My retired parents



## Survey Data:

**55%**

60+ years old

**5x**

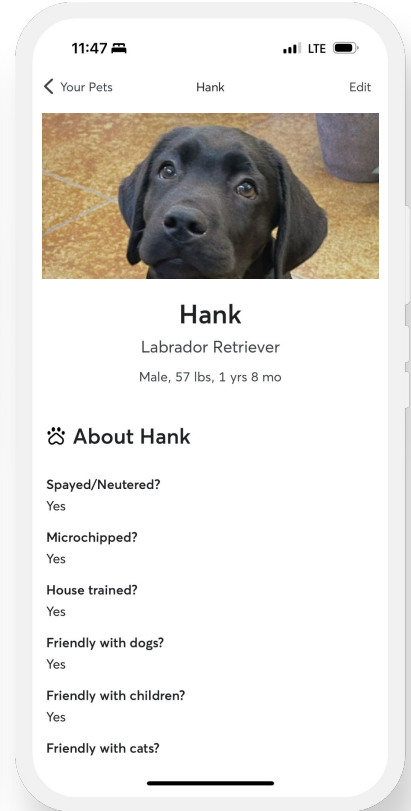
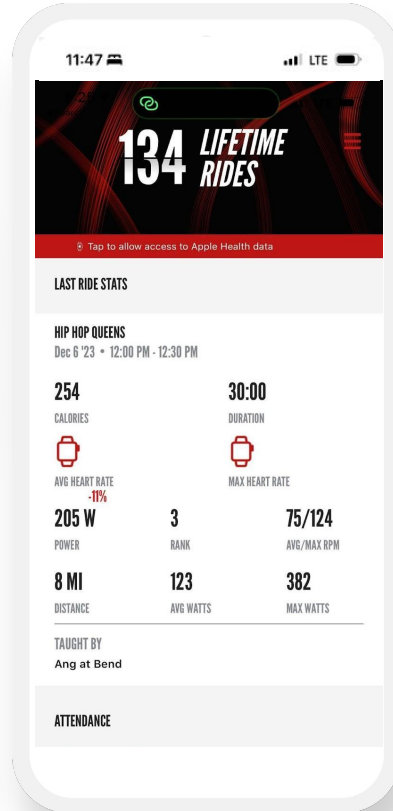
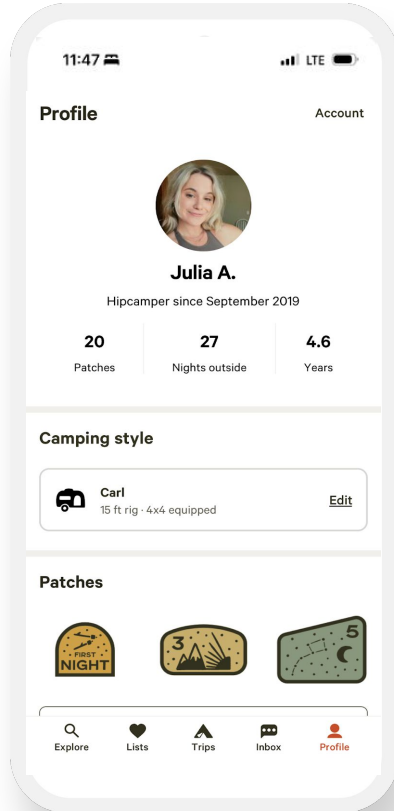
more camping trips per  
year than the average

**90%**

require offline access



# User profiles:







## Profile Data:

**60%**

under 3 years old

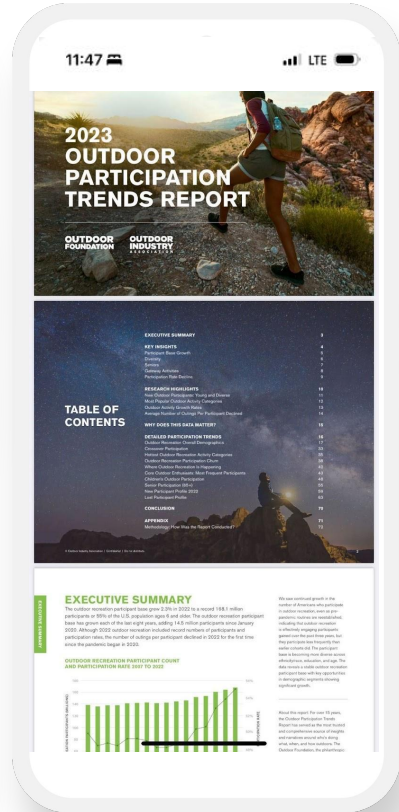
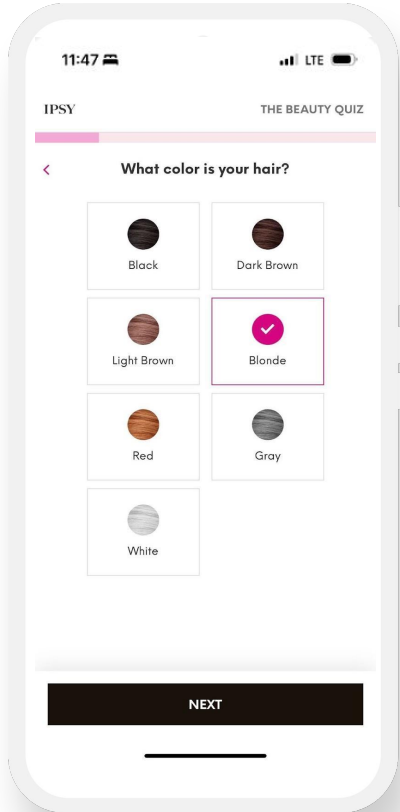
**2x**

more walks per week

**72%**

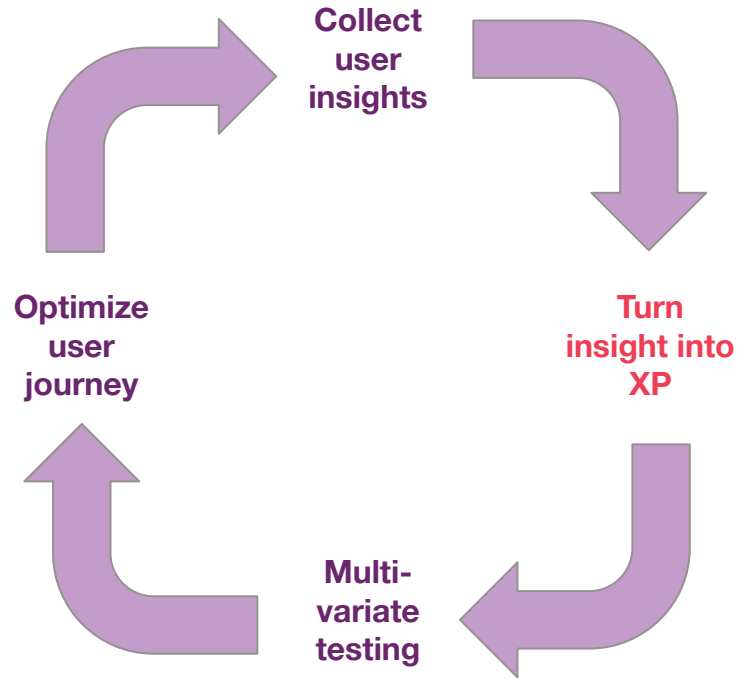
are neutered

# Collecting User Insights



## Collection tactics:

- Interviews
- Surveys
- Profile data
- User onboarding
- Product analytics
- Industry reports
- Search keywords
- Other XP's (product, marketing)



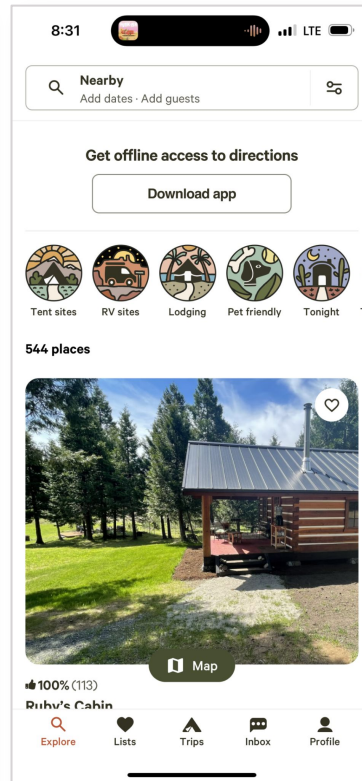
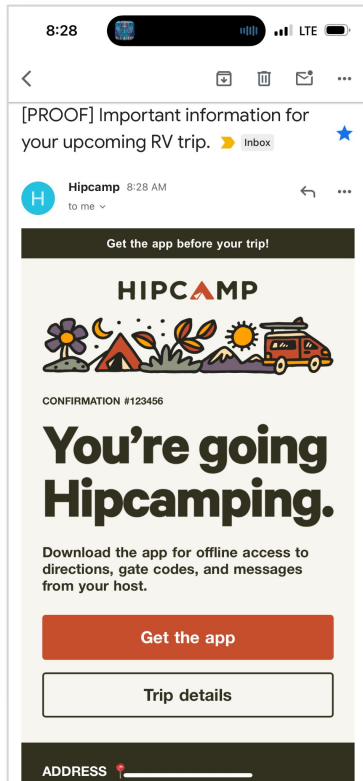
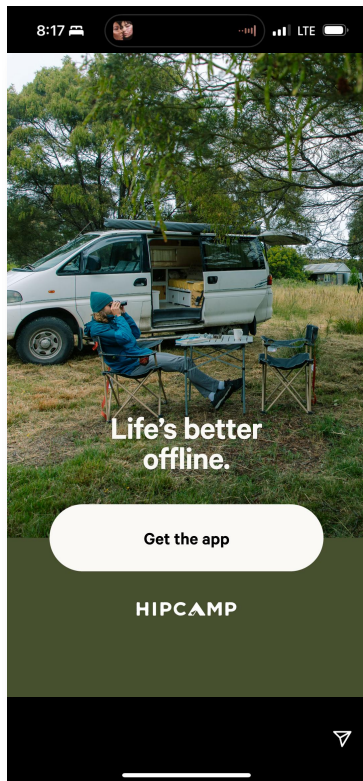
## Turning Insights into Experiments

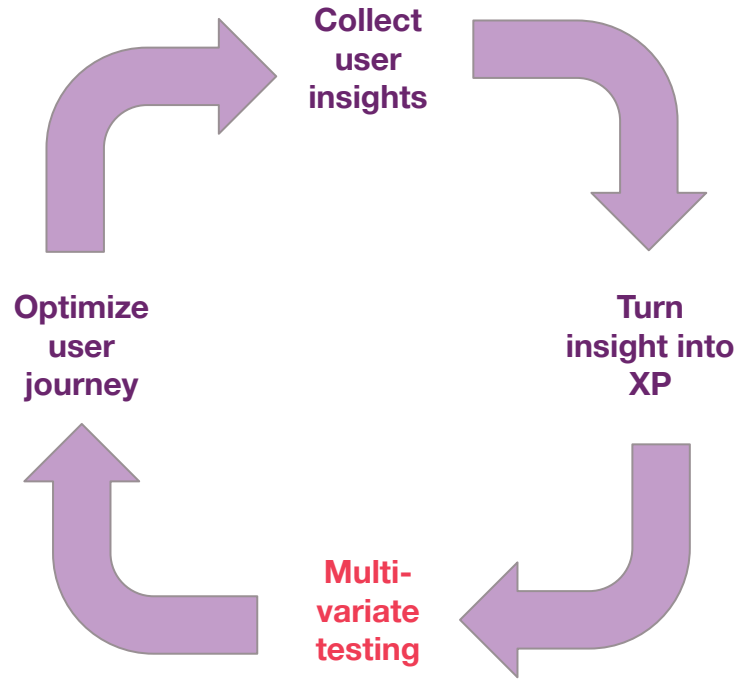


90%

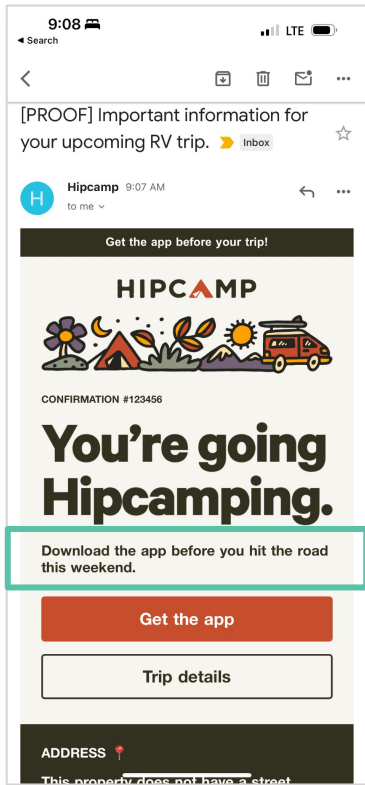
require offline access

# Turning Insights into Experiments

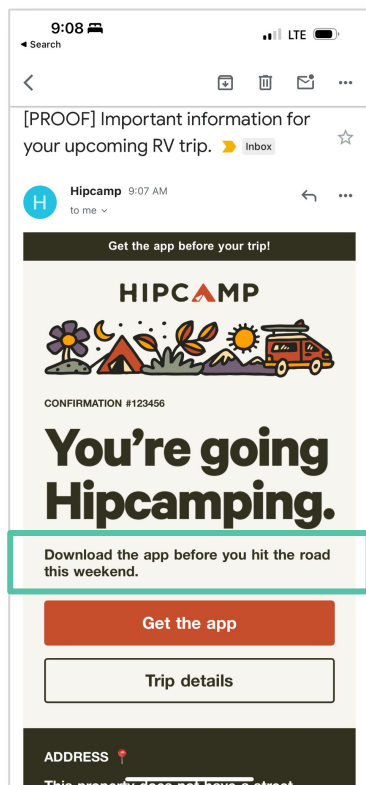




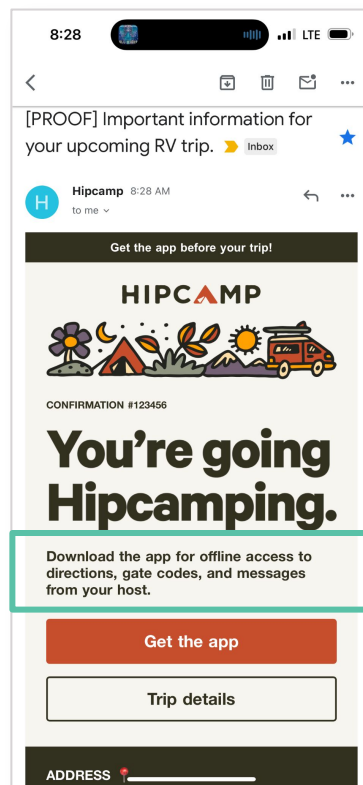
# Multivariate Experiments



# Multivariate Experiments

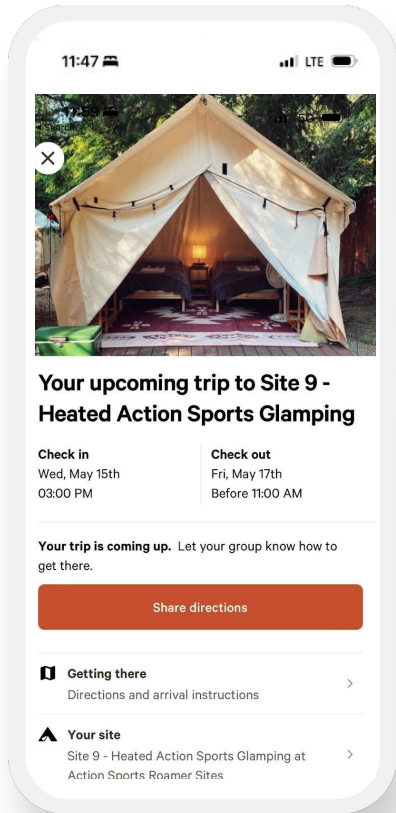


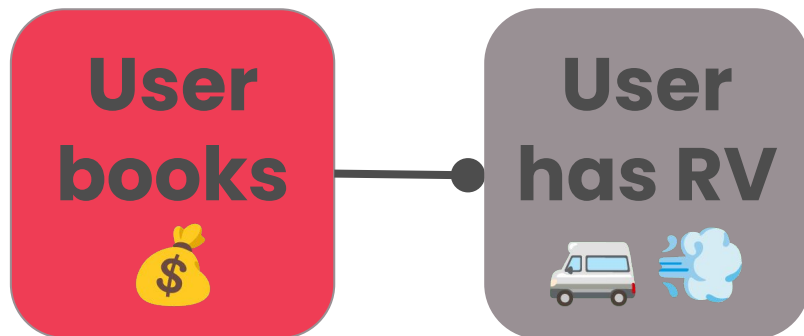
control



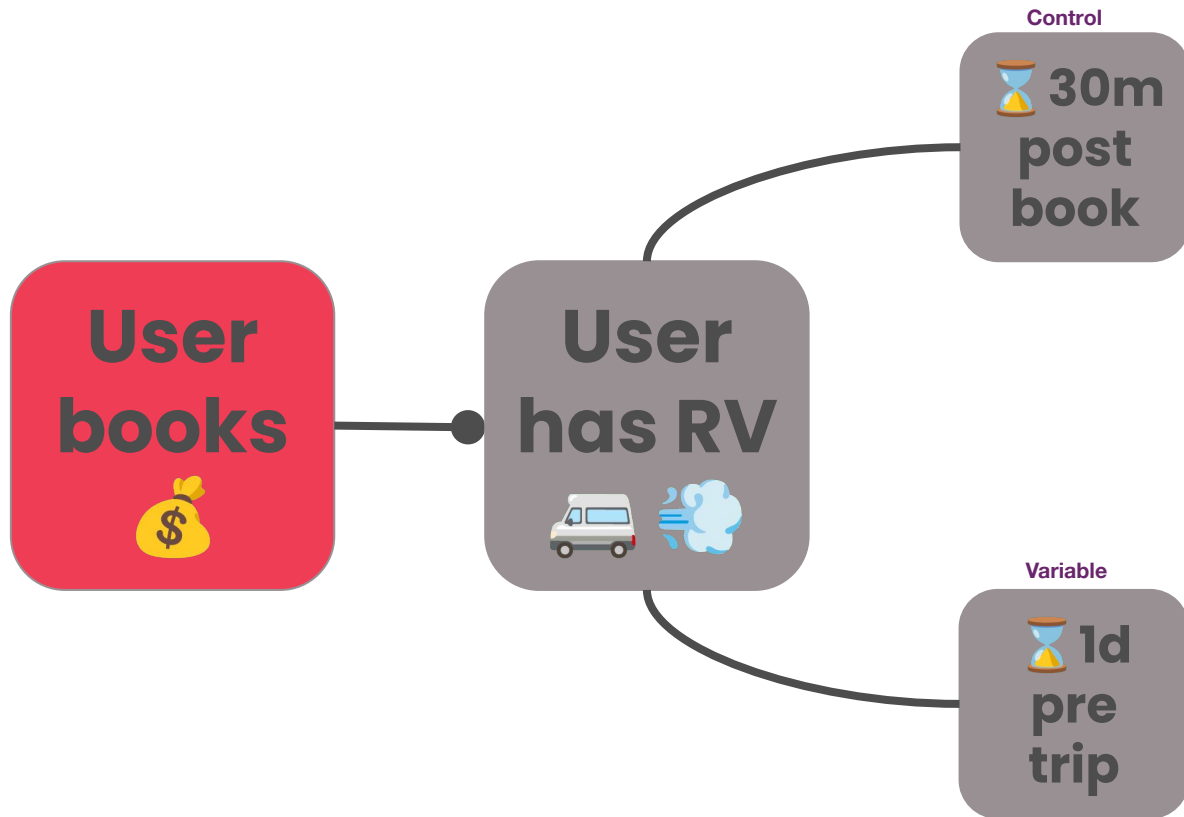
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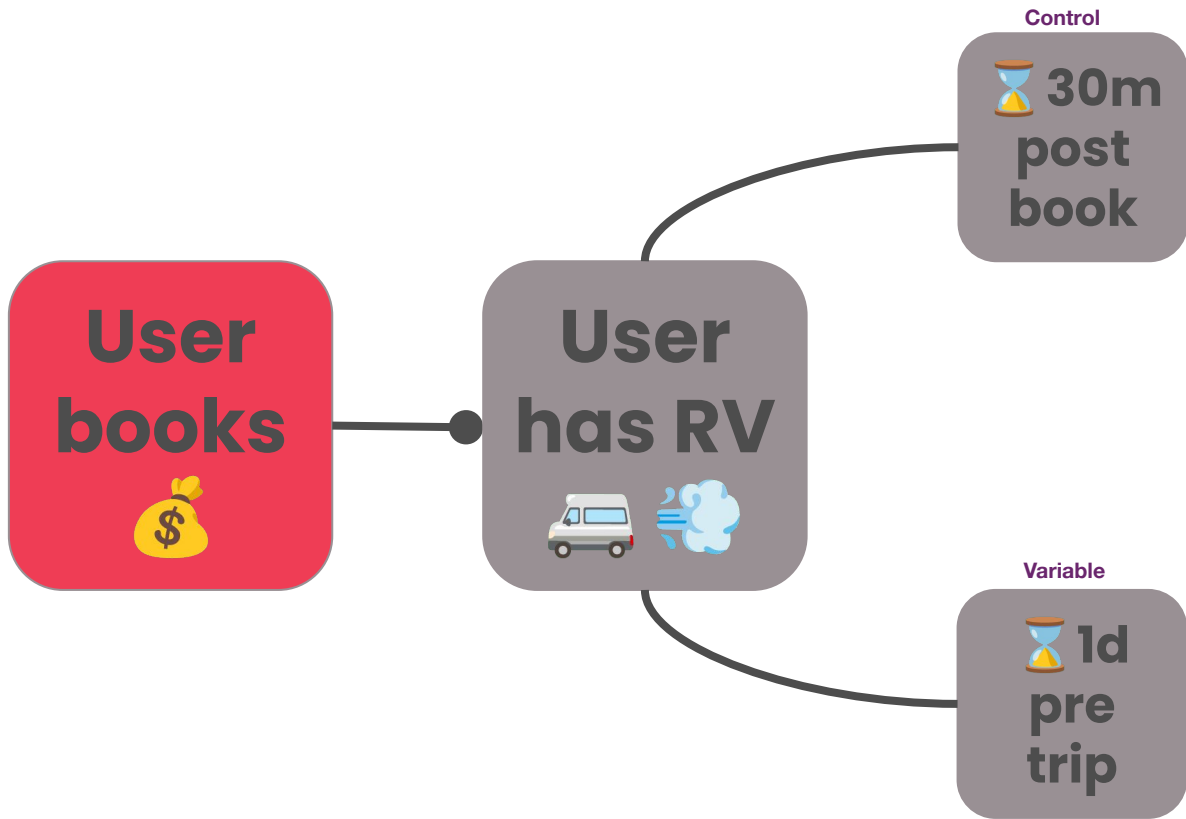




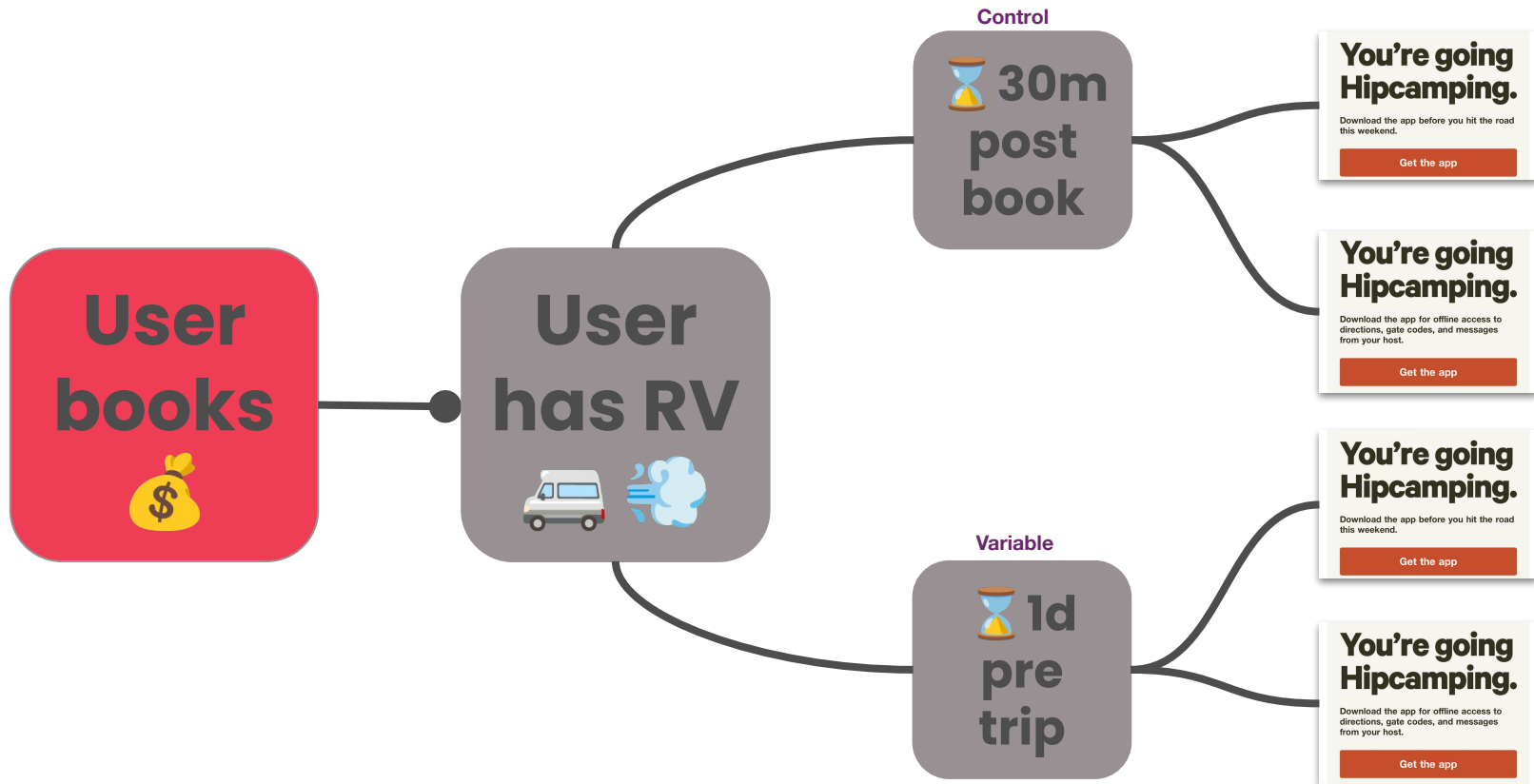


- Booked with RV
- Searched for RV campsites
- Engaged with RV content
- Filled out profile
- AI tools

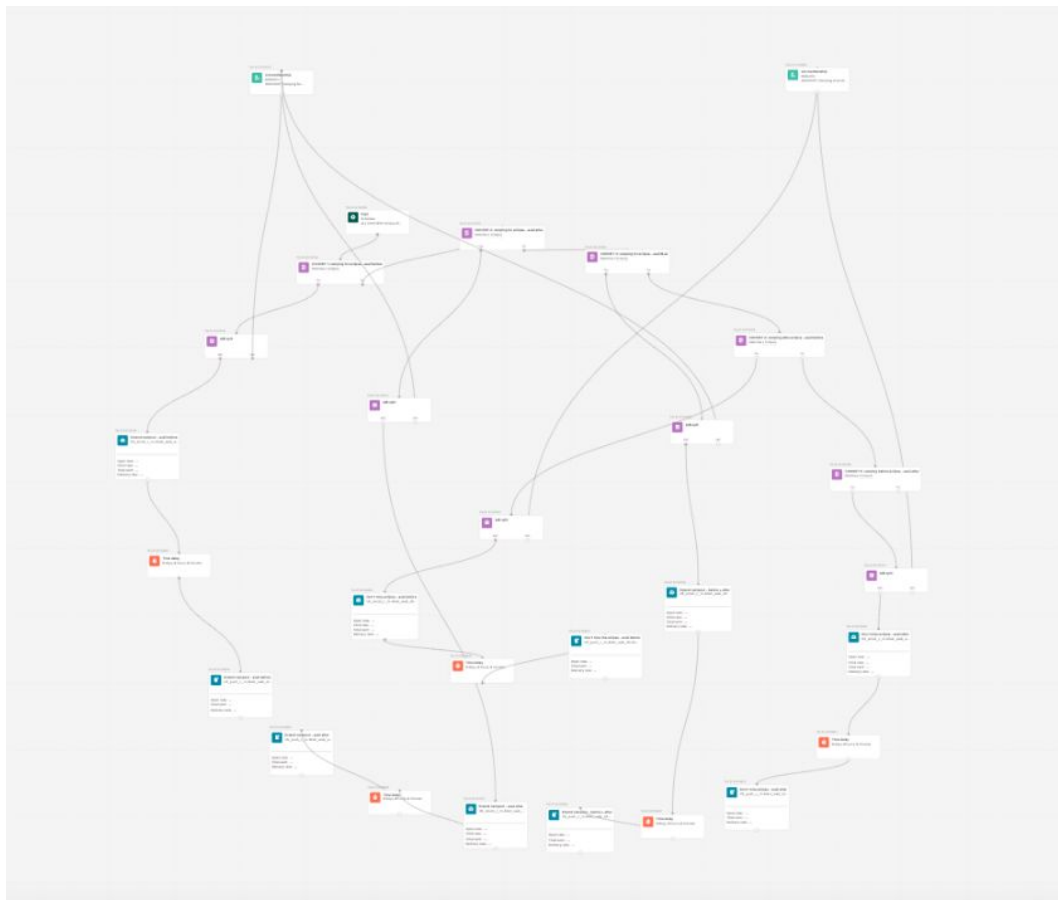




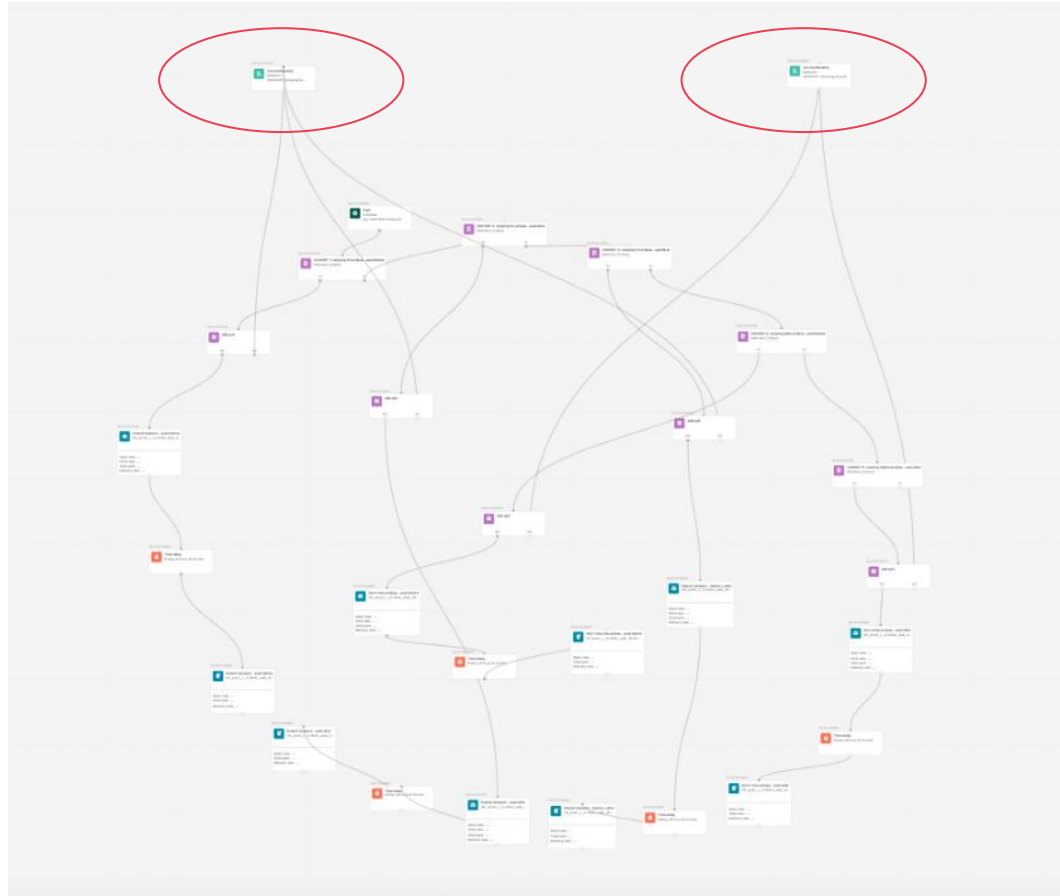
# Multivariate Experiments

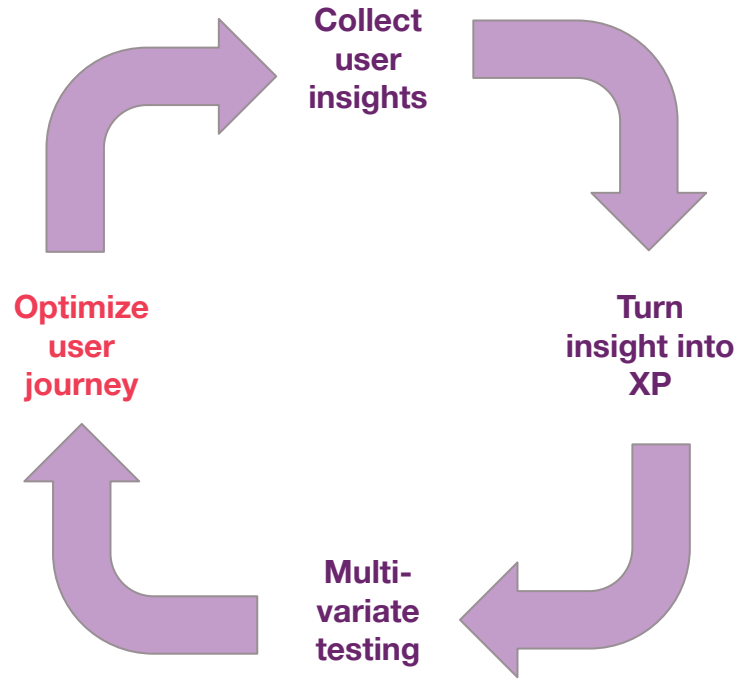


# Multivariate Experiments



# Multivariate Experiments







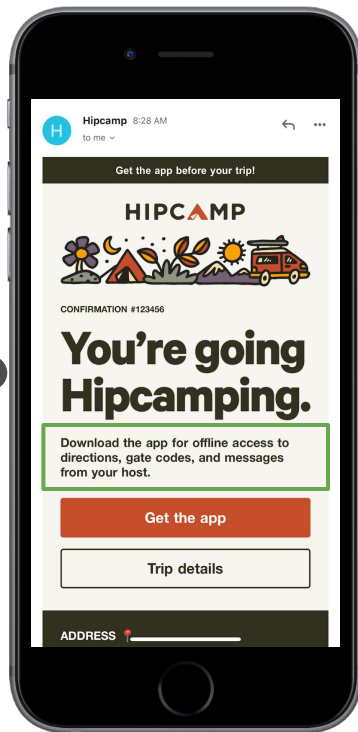


# Optimized Customer Journey



	<i>Old copy, old timing</i>	<i>New copy, old timing</i>	<i>New timing, old copy</i>	<i>New copy, new timing</i>
<b>Metric</b>	<b>Control</b>	<b>V1</b>	<b>V2</b>	<b>V3 🏆</b>
Sends	1,000,000	1,000,000	1,000,000	1,000,000
Clicks	76,000	90,500	79,800	88,800
Installs	11,879	16,516	16,750	20,468
CTR	7.60%	9.05%	7.98%	8.88%
Click to Install CVR	<b>15.63%</b>	<b>18.25%</b>	<b>20.99%</b>	<b>23.05%</b>

# Optimized Customer Journey

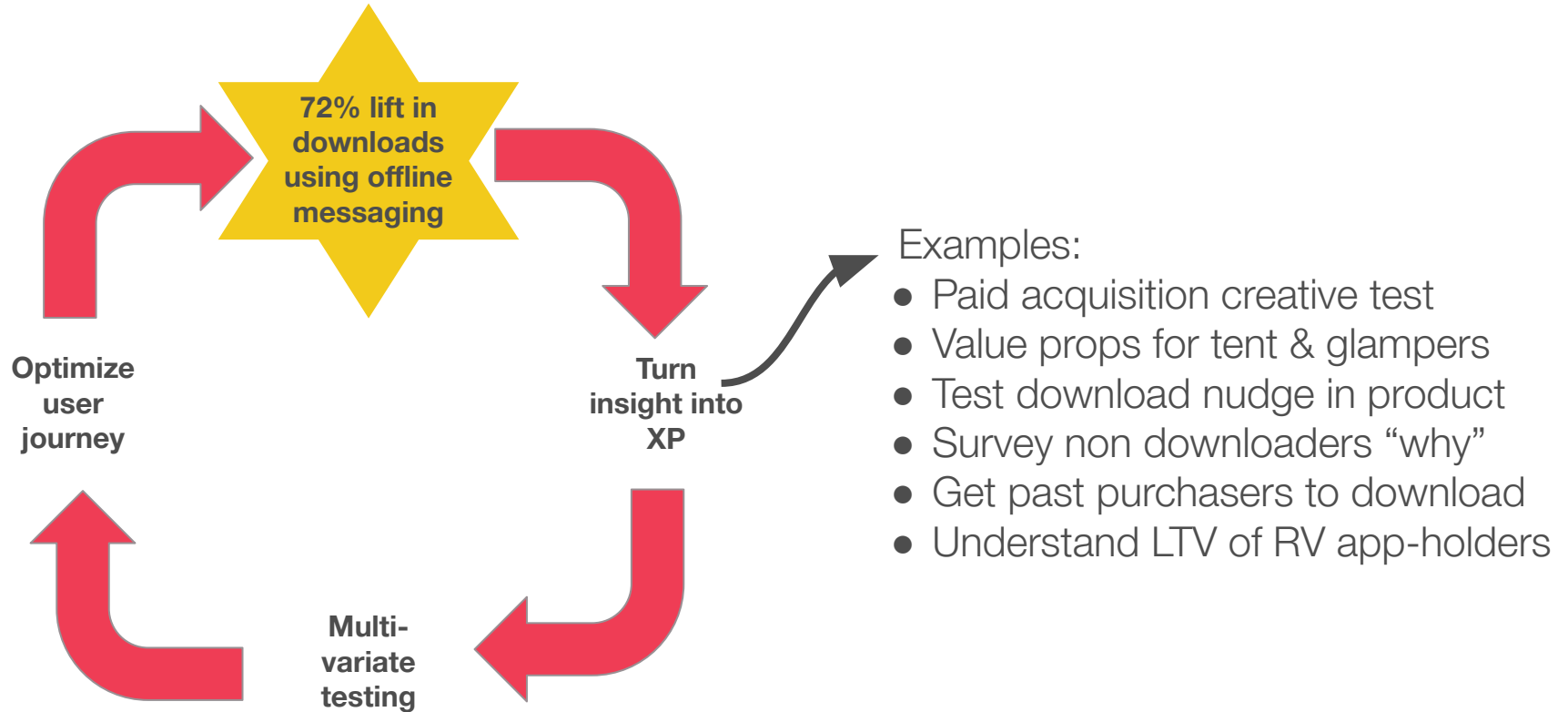


**+72%**

LIFT IN RV DOWNLOADS



## Optimized Customer Journey





**INPUTS**

→ ACQUISITION

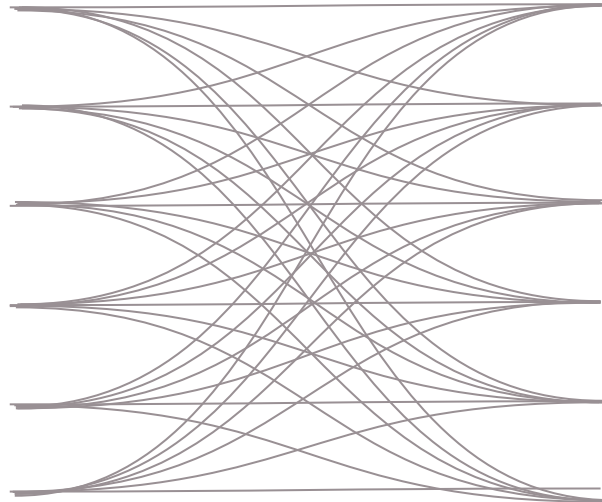
→ ENGAGEMENT

→ PRODUCT

→ EXPERIENCE

→ FEEDBACK

→ RETENTION



**OUTPUTS**

ACQUISITION ←

ENGAGEMENT ←

PRODUCT ←

EXPERIENCE ←

FEEDBACK ←

RETENTION ←



## INPUTS

→ ACQUISITION

→ ENGAGEMENT

→ PRODUCT

→ EXPERIENCE

→ FEEDBACK

→ RETENTION



## OUTPUTS

ACQUISITION ←

ENGAGEMENT ←

PRODUCT ←

EXPERIENCE ←

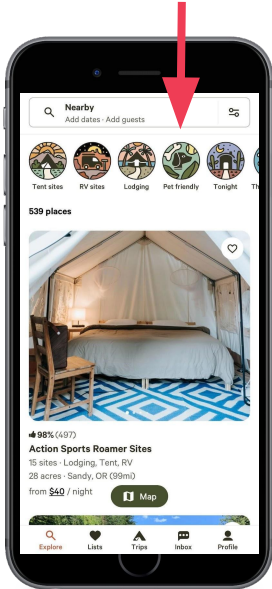
FEEDBACK ←

RETENTION ←

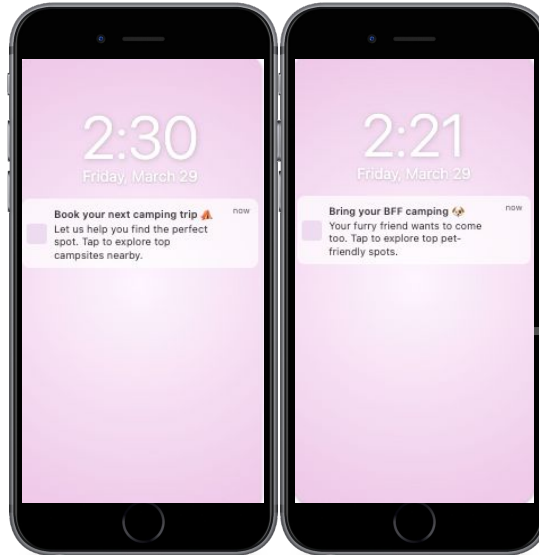
# Case Study



Collecting user insights



Turning insights into experiments



Optimized customer journey

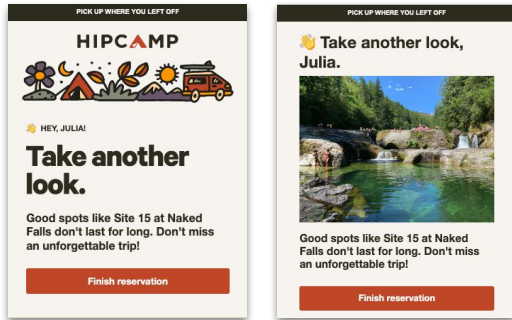
**85%**  
HIGHER CTR%

**6x**  
HIGHER BOOK CVR%

## Case Study



### Abandoned checkout content



### Illustration (c) vs. image

- + 1% higher CTR%
- + 10% higher CVR%

### Timing delay test



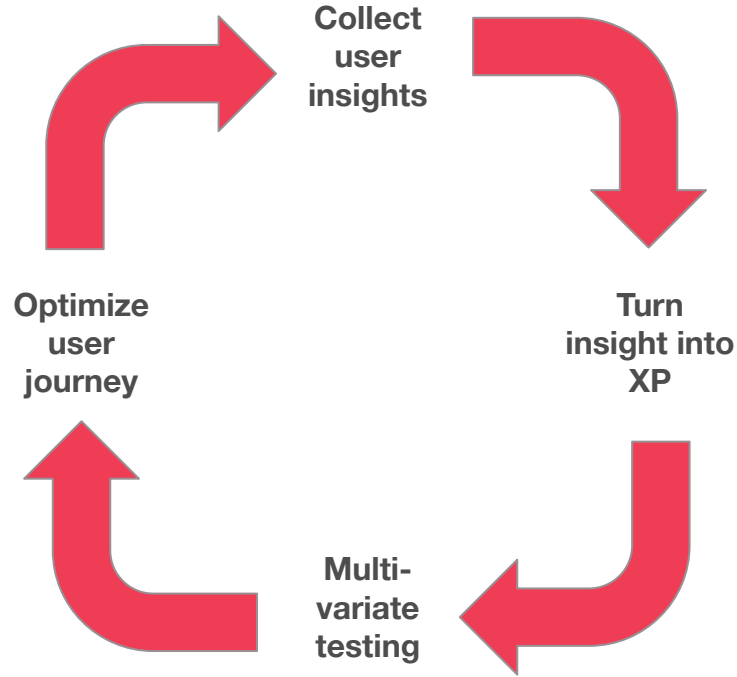
### 3 hour (c) vs. 1 hour

- + 12% higher CTR%
- + 34% higher CVR%

### Multivariate test results

**12%**  
HIGHER CTR%

**36%**  
HIGHER BOOK CVR%



**+142%**

Y/oY GROWTH IN BOOKINGS  
ATTRIBUTED TO LIFECYCLE





**Thank you!**

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