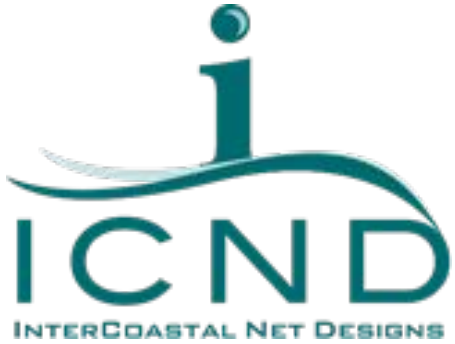
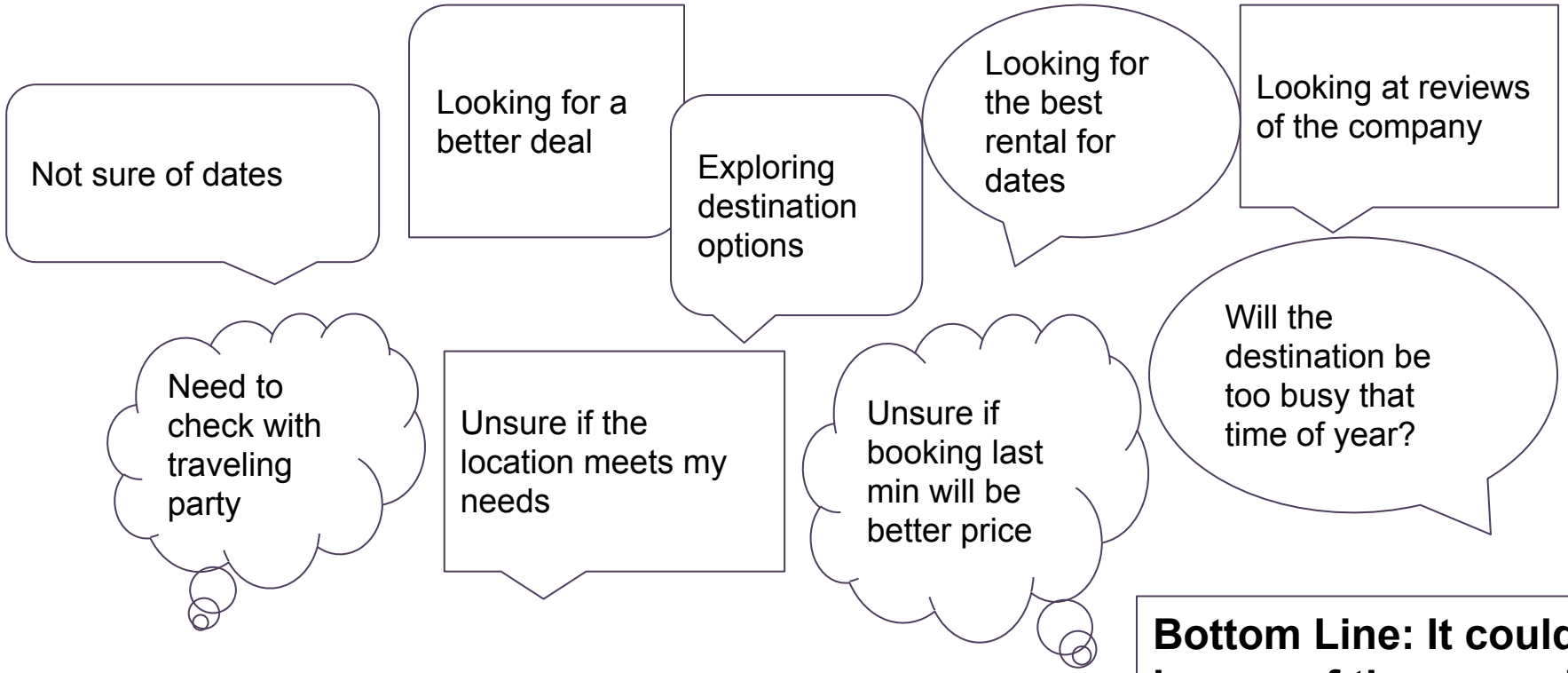
The Question: Are PM's losing potential customers during the checkout process?



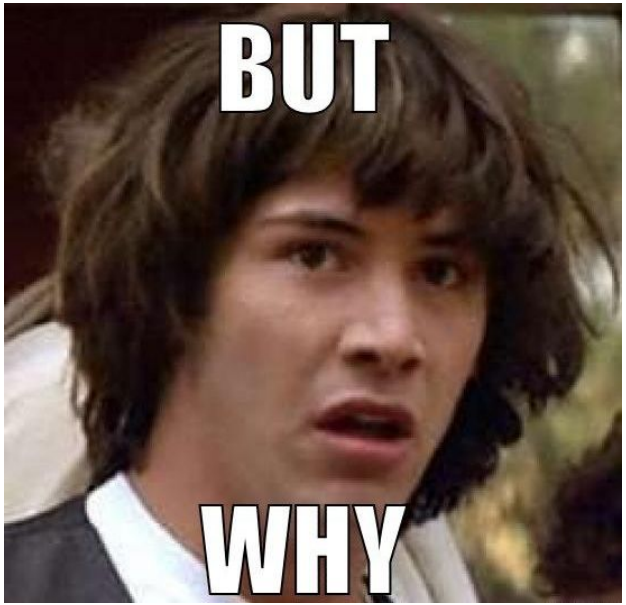
www.ICND.net

Of Course! But WHY?



Bottom Line: It could be any of these - and more!

The Next Question?



Some Ecommerce Cart Abandonment Studies stated:

- **High shipping costs - (additional fees)**
- **Complicated check-outs (multi-step checkouts)**
- **Lack of trust (bad reviews - lack of trust factors)**

What is “Cart Abandonment” in terms of Vacation Rentals?

=

Let's Book Your Rental From 03/07/2020 to 03/14/2020

Inlet Reef 307

Summary of Fees

Rent	$2,036.00
Cleaning Fee	$100.00
Damage Waiver	$70.00
Processing Fee	$50.00
Taxes	$259.44
Total $2,515.44	
Due Today $754.63	

Protect Your Trip

Travel Insurance - Protect your payments should you have to cancel.

- **Add Travel Insurance for $176.08**
- **Add Cancel For Any Reason Insurance for $246.51**
- **No thanks, I am not interested in travel insurance**

BEST PRICE GUARANTEE CLICK HERE

First, We'll Need Your Contact Information

First Name | Last Name

Email address | Phone

Address 1 | Address 2

City | State/Province

Zip | Country (United States)

Adults (2) | # Children (0)

Comments

Next, We'll Need Your Billing Information

Address | City

State/Province | Zip

Country (United States)

What is the Booking Process or Funnel

START

Search Results Page

Where users see what inventory you have available with the dates they entered.

Property Display Page

Information about the individual property. Including photos, reviews, calendar, pricing (limited), and the BOOK NOW button.

Checkout Page

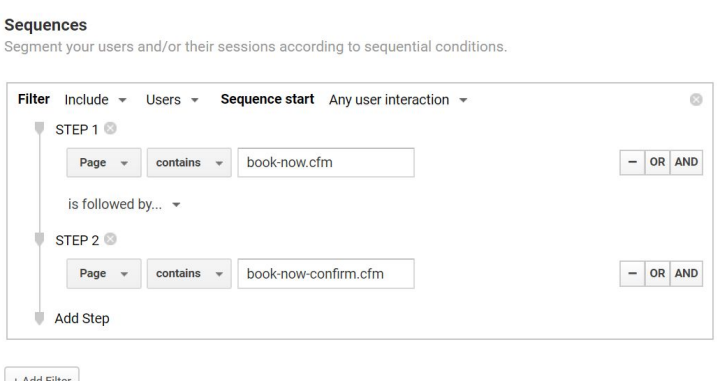
Considered the "Cart". Where users enter their credit card information. Also normally includes the final rates with fees, including travel insurance.

How Do We Measure Booking Success?

By Creating a Custom Segment with a sequence in Google Analytics. You Can Measure:

How Many Visitors:
Went to the **Checkout Page** and **followed through to the final booking**

Visited the **Checkout page** but **never got to the booking Confirmation.**



	Users
Sequence - From book-now.cfm to book-now-confirm.cfm	183 % of Total: 0.88% (20,905)
Visited book-now.cfm but NOT book-now-confirm.cfm	913 % of Total: 4.37% (20,905)

Why Do They Abandon the Booking?

#1

Site Speed

- Condense large pictures
- Listen to Google's Recommendations
- Use CDN for images
- Store data locally
- Never stop optimizing and monitoring

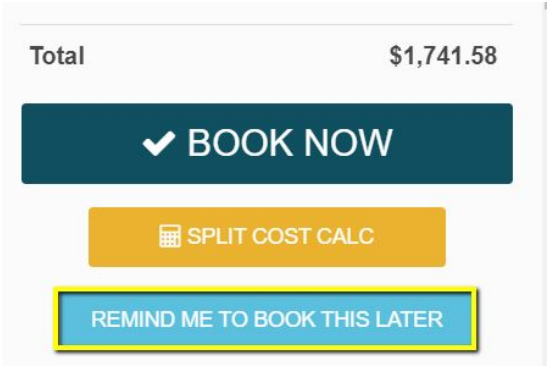
#2

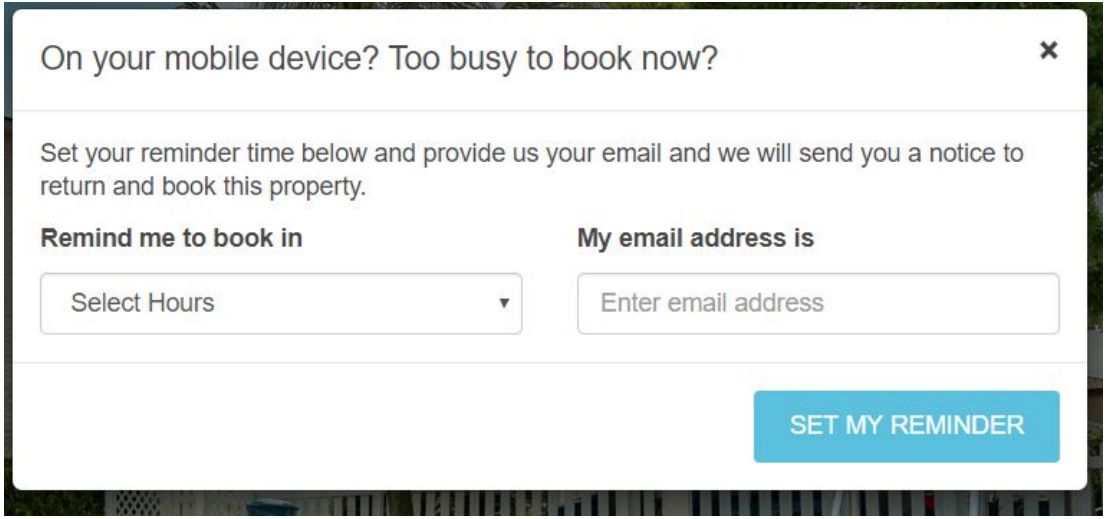
Mobile Experience

- Still seeing mobile traffic increase on average 20% over last year
- Conversion Rates increasing from .55% to .65% on mobile devices
- All sources are increasing mobile traffic, but a big jump in the cost for PPC

#2

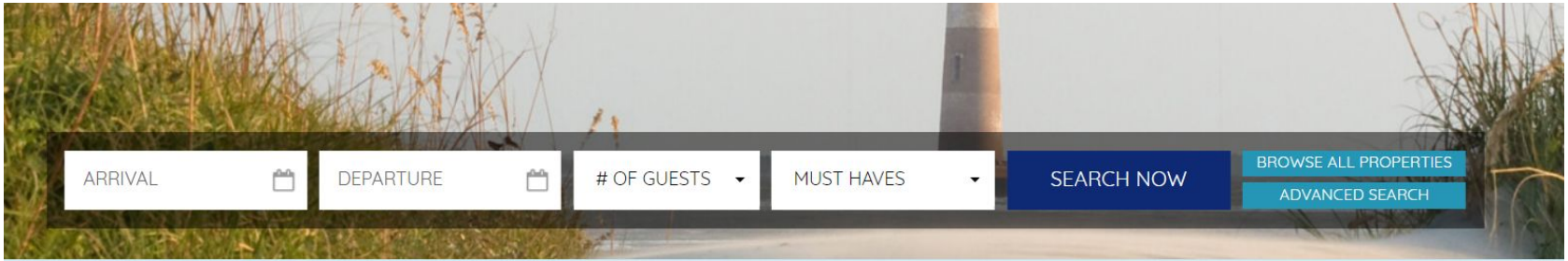
Remind Me to Book





#3

Get People to the Search



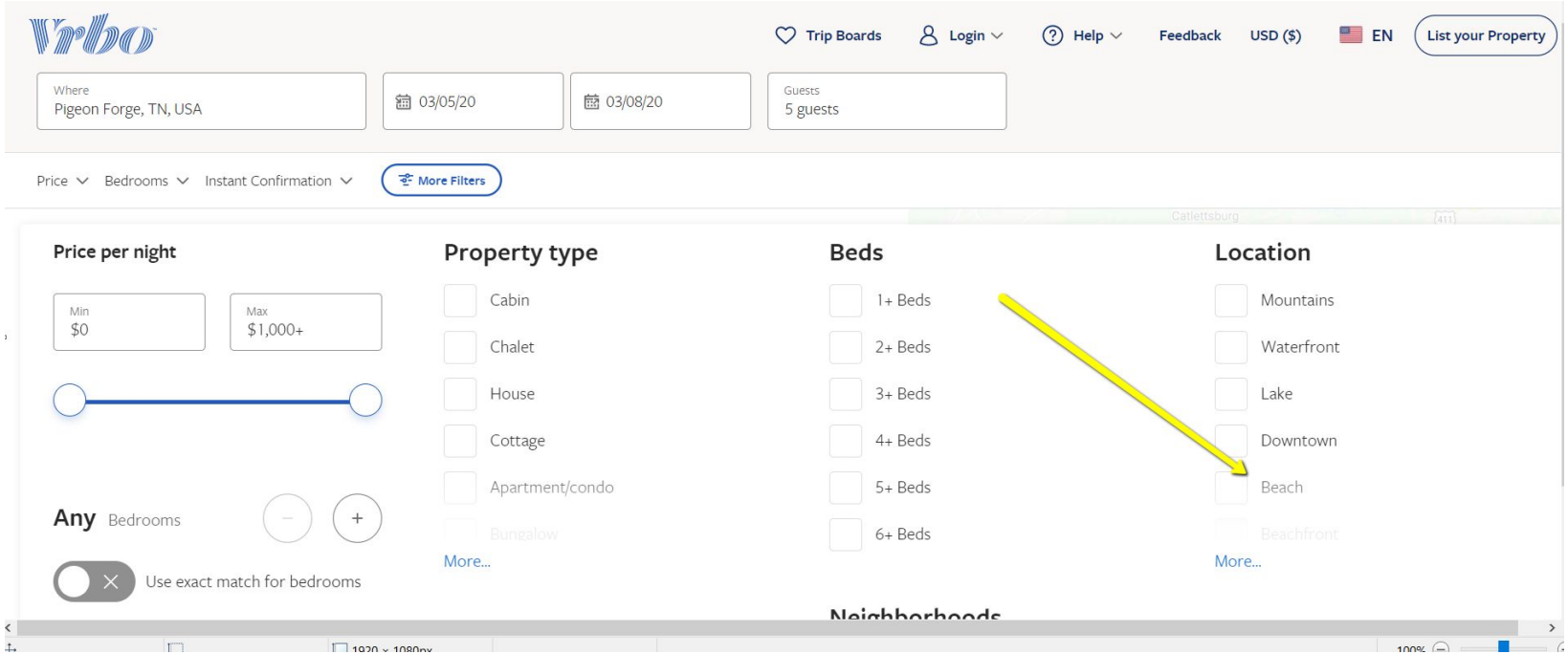
Important Note: If you are requesting a rental on the day of arrival please call our office 843-633-0269

FOLLY'S BEST FAQ & POLICIES

Have a question about staying in a Folly's Best vacation rental? Browse over our most received questions from other guests who have stayed with Folly's Best Rentals in the past. If you still have a question, feel free to give our friendly reservations staff a call at 843-633-0269. You can also submit any questions or

#4

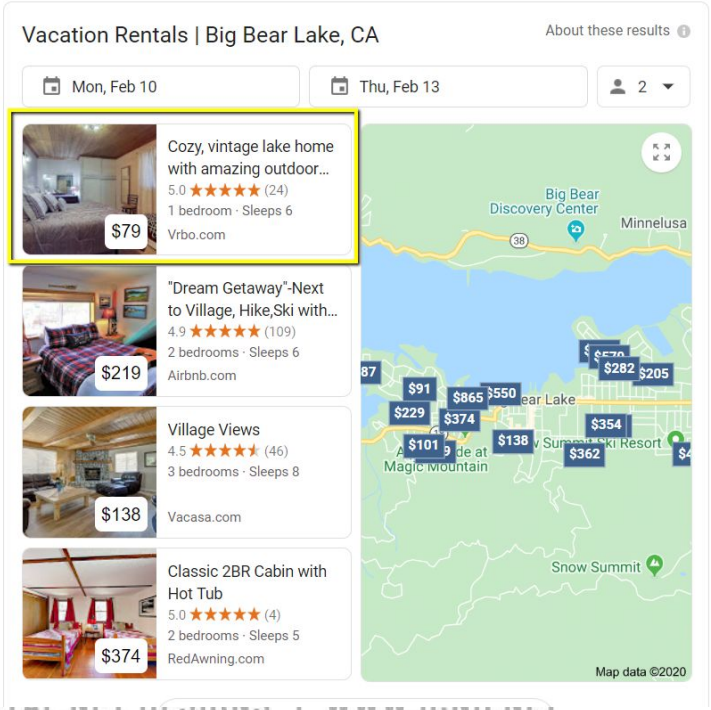
Easy to Search

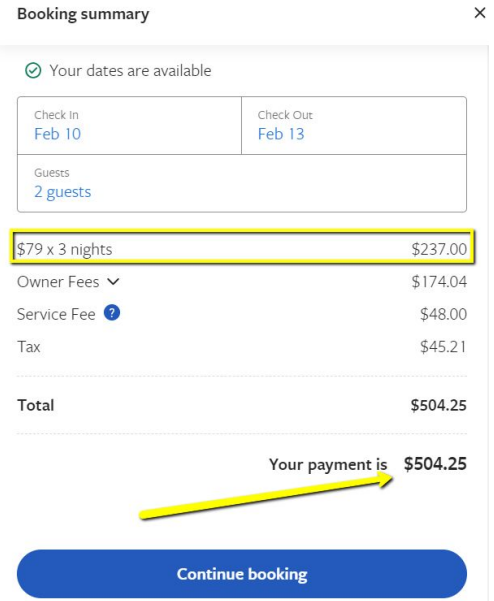


Price Transparency

(as quick as possible)

#5





Price Alert - Best Price

#5

06/06/2020 | 06/13/2020

This unit has a **6 night** minimum.

Rent	$2,762.00
Cleaning Fee	$215.00
Limited Damage Waiver	$149.00
Reservation Fee	$173.49
Travel Insurance	$241.16
Taxes	$343.86
Total	**$3,884.51**

✔ BOOK NOW

SIGN UP FOR PRICE ALERTS

Weekly Rate is now **$1,612.00**.

It was $1,626.00. A Decrease of $14.00

GREAT PRICE.

This is a LOW price for these dates and property. Catch this deal while it lasts.

Book NOW!

Hi, we've just checked how our prices compare to elsewhere online:

13 - 20 Jun 2020, 2 adults

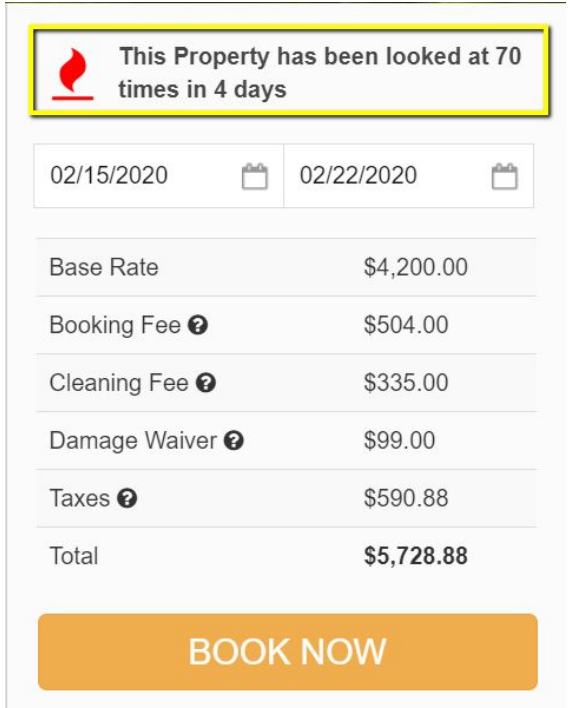
Our Price	**USD 1,114.40**
Booking.com	USD 1,393.00
Expedia.com	USD 1,393.00
Hotels.com	USD 1,393.00
Agoda.com	USD 1,393.00
Orbitz.com	USD 1,393.00
Travelocity	USD 1,393.00

#6

Push them to buy

81% of our inventory matching your search criteria is booked. Book now!

65 People are planning their vacation with Outer Banks Blue right now. ×



Your Property Detail Page is Confusing

#7

A Good Property Detail Page Has:

- Loads Fast - mobile & Desktop
- High Quality Photos
- Current Reviews - trust factors!
- The Property Address/Map
- PRICING - Make sure your pricing is clear & competitive

#8

Over complicated booking page

1. GUEST INFORMATION

First Name:

Last Name:

Email Address:

Phone:

Guests: 1

2. PROTECT YOUR INVESTMENT

Travel Insurance - Protect your payments should you have to cancel.

PROTECT My travel investment with Travel Insurance for $115.45.
Coverage protects my vacation investment up to 100% for covered reasons like illness, injury, natural disasters, travel delays and more. Click here for full policy details.

DECLINE I am not interested in Travel Insurance. View cancellation terms.

3. PAYMENT INFORMATION

Address: Address 2: Country:

RESERVATION SUMMARY

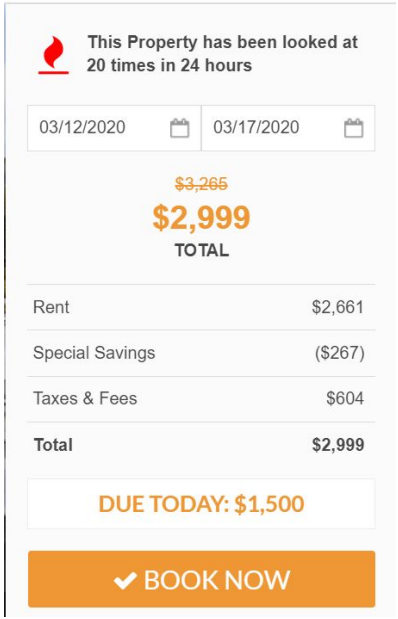
Base Village Loft 114

Check In: 02/06/2020 | Check Out: 02/10/2020

Rent	$1,450.00
Special Savings	*($145.00)*
Taxes & Fees	$344.25
Total	**$1,649.25**

Give them a deal (they can book online)

#9



- show savings and discounts
- don't make them call to book
- Give an end date they need to book by
- Make it easy - discount already applied or use a promo code.

Booking Abandonment Email

#10

1. GUEST INFORMATION

First Name:

Last Name:

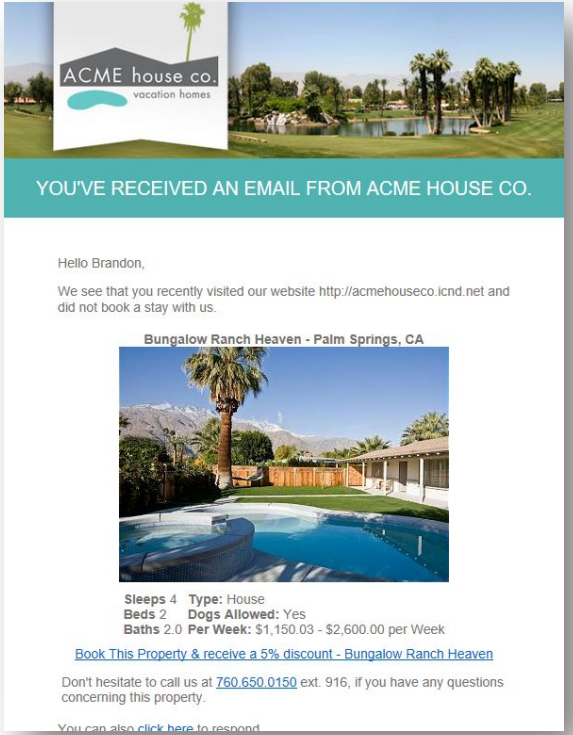
Email Address:

Phone:

Promo Code

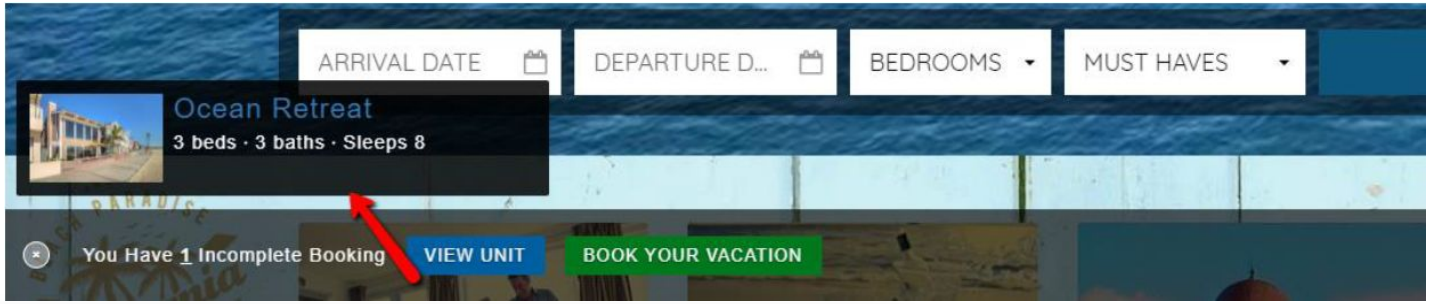
SUBMIT

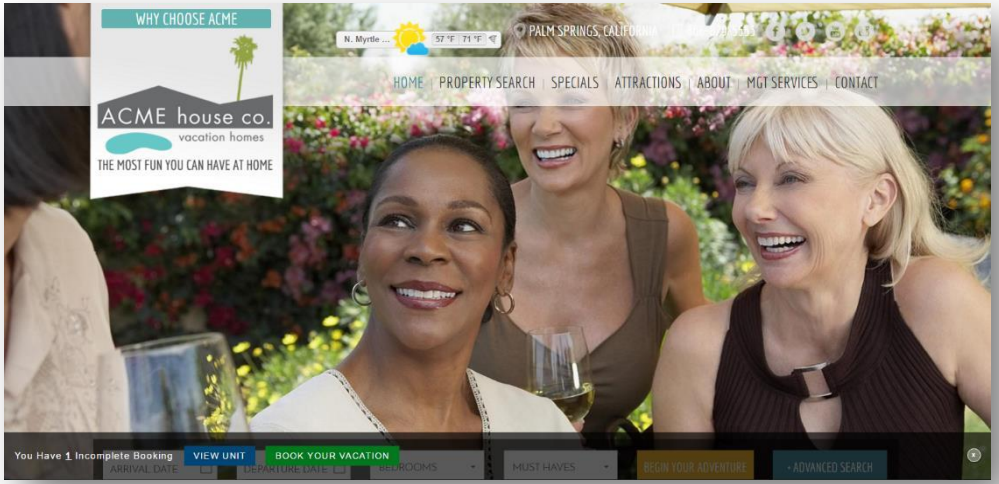
★ Your Information is 100% Secure

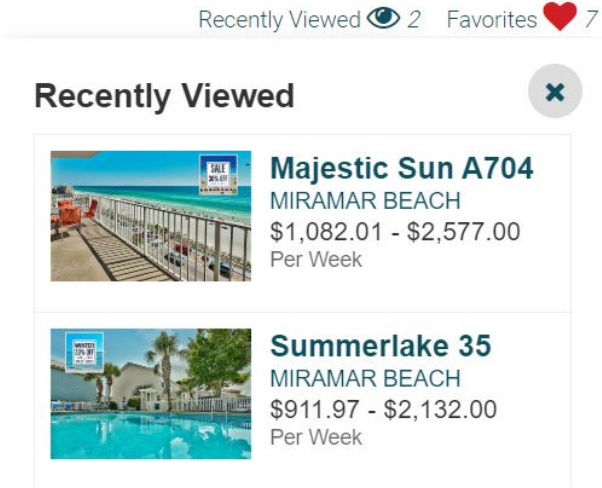


Cart Abandonment Footers

#11



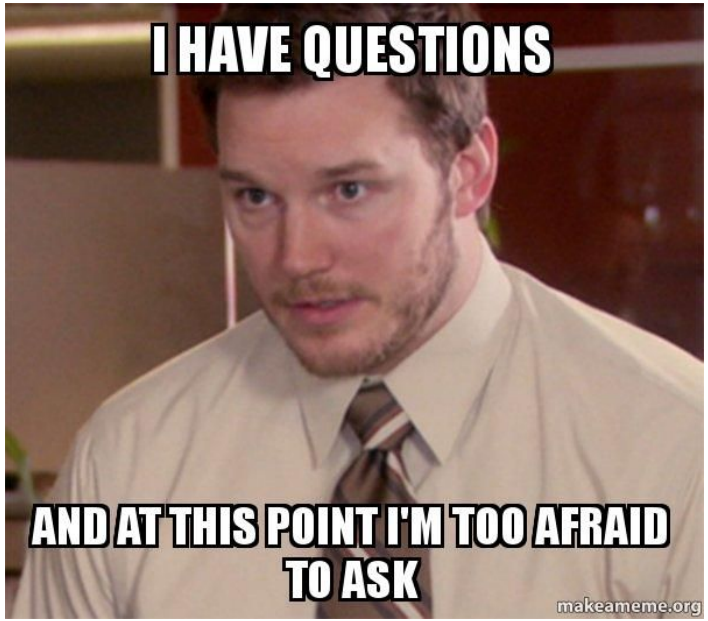




Trust Factors

- Feature a guest review on your Facebook feed (one per week)
- Share Featured Homes on Facebook Weekly
- Be Transparent and Go Live with Facebook Videos.
- Seek Positive Company Reviews

Any Questions?



Email vhumes@icnd.net

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