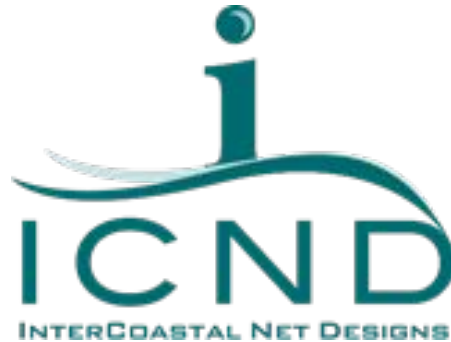


The Question: Are PM's losing potential customers during the checkout process?



www.ICND.net



Of Course! But WHY?

Not sure of dates

Looking for a better deal

Exploring destination options

Looking for the best rental for dates

Looking at reviews of the company

Need to check with traveling party

Unsure if the location meets my needs

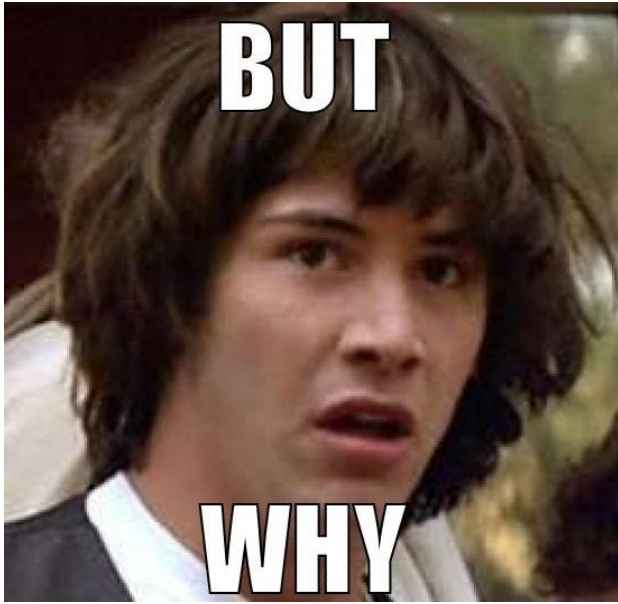
Unsure if booking last min will be better price

Will the destination be too busy that time of year?

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



First, We'll Need Your Contact Information

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email address	Phone
<input type="text"/>	<input type="text"/>
Address 1	Address 2
<input type="text"/>	<input type="text"/>
City	State/Province
<input type="text"/>	<input type="text"/>
Zip	Country
<input type="text"/>	<input type="text"/>
# Adults	# Children
<input type="text"/>	<input type="text"/>
Comments	
<input type="text"/>	

Next, We'll Need Your Billing Information

Address	City
<input type="text"/>	<input type="text"/>
State/Province	Zip
<input type="text"/>	<input type="text"/>
Country	
<input type="text"/>	



INTERCOASTAL NET DESIGNS | WWW.ICND.NET

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.

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

STEP 1

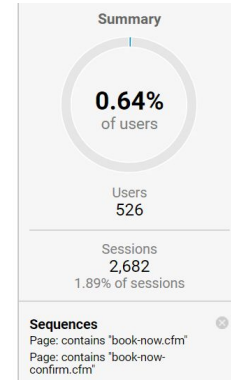
Page contains book-now.cfm

is followed by...

STEP 2

Page contains book-now-confirm.cfm

Add Step



	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?



Site Speed

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



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



Remind Me to Book

Total \$1,741.58

✓ BOOK NOW

📅 SPLIT COST CALC

REMIND ME TO BOOK THIS LATER

On your mobile device? Too busy to book now? ✕

Set your reminder time below and provide us your email and we will send you a notice to return and book this property.

Remind me to book in

Select Hours ▼

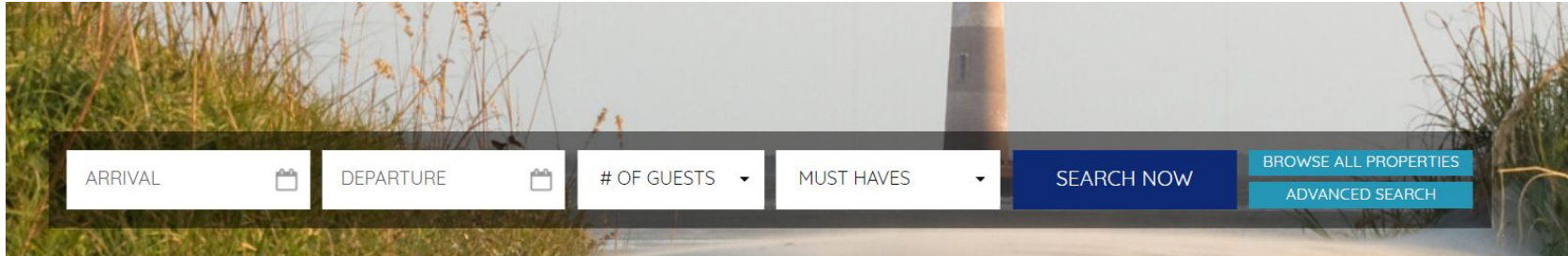
My email address is



Enter email address

SET MY REMINDER



Get People to the Search



ARRIVAL  DEPARTURE  # OF GUESTS ▼ MUST HAVES ▼ [SEARCH NOW](#) [BROWSE ALL PROPERTIES](#)
[ADVANCED 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



Easy to Search

Vrbo [Trip Boards](#) [Login](#) [Help](#) [Feedback](#) [USD \(\\$\)](#) [EN](#) [List your Property](#)

Where: Pigeon Forge, TN, USA 03/05/20 03/08/20 Guests: 5 guests

Price ▾ Bedrooms ▾ Instant Confirmation ▾ [More Filters](#)

Price per night

Min: \$0 Max: \$1,000+

Property type

- ☐ Cabin
- ☐ Chalet
- ☐ House
- ☐ Cottage
- ☐ Apartment/condo
- ☐ Bungalow
- [More...](#)

Beds

- ☐ 1+ Beds
- ☐ 2+ Beds
- ☐ 3+ Beds
- ☐ 4+ Beds
- ☐ 5+ Beds
- ☐ 6+ Beds

Location

- ☐ Mountains
- ☐ Waterfront
- ☐ Lake
- ☐ Downtown
- ☐ Beach
- ☐ Beachfront
- [More...](#)

Neighborhoods

Any Bedrooms


☐ Use exact match for bedrooms

Price Transparency


(as quick as possible)

Vacation Rentals | Big Bear Lake, CA About these results ⓘ


Mon, Feb 10 Thu, Feb 13 2



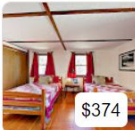
Cozy, vintage lake home with amazing outdoor...
5.0 ★★★★★ (24)
1 bedroom - Sleeps 6
Vrbo.com
\$79




"Dream Getaway"-Next to Village, Hike,Ski with...
4.9 ★★★★★ (109)
2 bedrooms - Sleeps 6
Airbnb.com
\$219



Village Views
4.5 ★★★★★ (46)
3 bedrooms - Sleeps 8
Vacasa.com
\$138



Classic 2BR Cabin with Hot Tub
5.0 ★★★★★ (4)
2 bedrooms - Sleeps 5
RedAwning.com
\$374



Map data ©2020

Booking summary

✓ Your dates are available

Check In Feb 10	Check Out Feb 13
Guests 2 guests	

\$79 x 3 nights	\$237.00
Owner Fees	\$174.04
Service Fee	\$48.00
Tax	\$45.21
Total	\$504.25

Your payment is **\$504.25**

Continue booking

Price Alert - Best Price

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



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. ✕



This Property has been looked at 70 times in 4 days

02/15/2020



02/22/2020



Base Rate	\$4,200.00
Booking Fee ?	\$504.00
Cleaning Fee ?	\$335.00
Damage Waiver ?	\$99.00
Taxes ?	\$590.88
Total	\$5,728.88

BOOK NOW



Your Property Detail Page is Confusing

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



Over complicated booking page

1. GUEST INFORMATION

First Name:

Last Name:

Email Address:

Phone:

Guests:

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.](#)

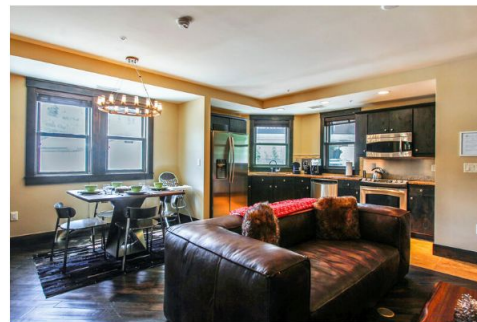
☐ **DECLINE** I am not interested in Travel Insurance. [View cancellation terms.](#)

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)


 This Property has been looked at 20 times in 24 hours

03/12/2020  03/17/2020 

~~\$3,265~~
\$2,999
TOTAL

Rent	\$2,661
Special Savings	(\$267)
Taxes & Fees	\$604
Total	\$2,999

DUE TODAY: \$1,500

 **BOOK NOW**

- 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

1. GUEST INFORMATION

First Name:

Last Name:

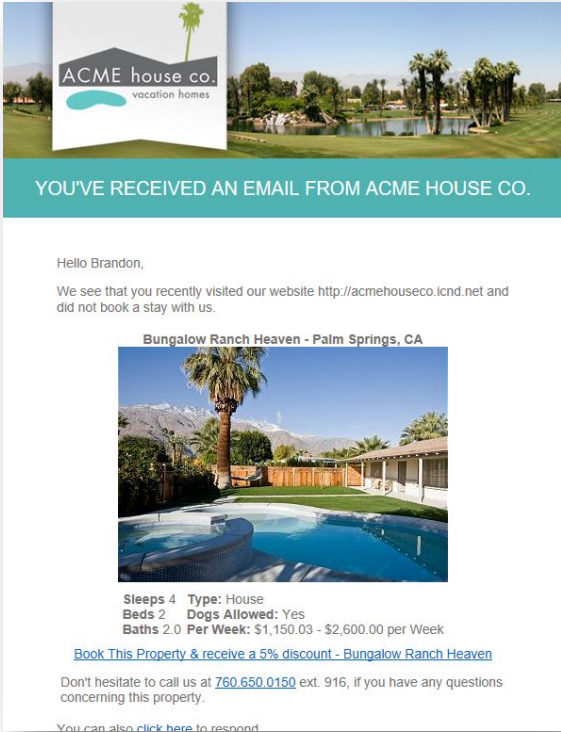
Email Address:

Phone:

Promo Code

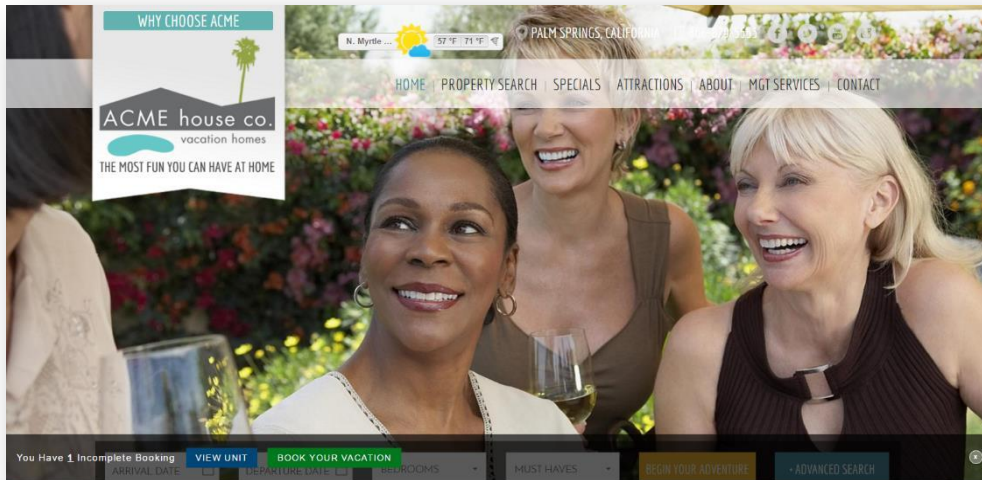
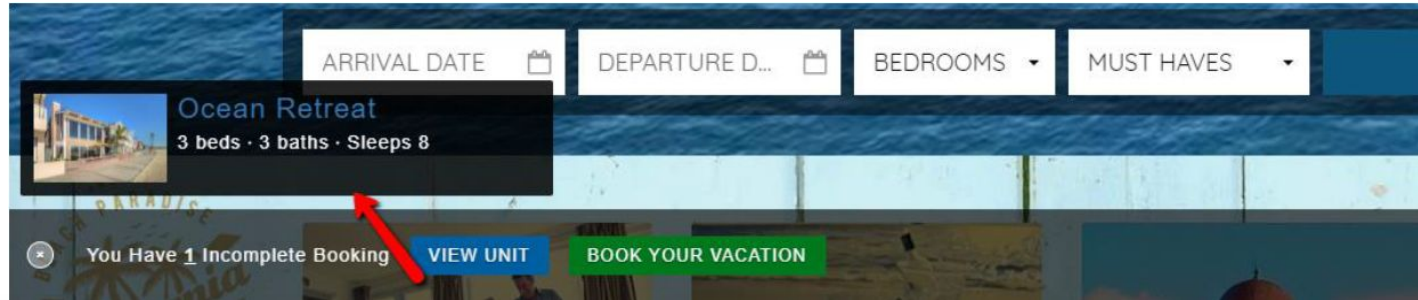
SUBMIT

★ Your Information is 100% Secure



Cart Abandonment Footers

#11



Recently Viewed 2 Favorites 7

Recently Viewed



Majestic Sun A704
MIRAMAR BEACH
\$1,082.01 - \$2,577.00
Per Week



Summerlake 35
MIRAMAR BEACH
\$911.97 - \$2,132.00
Per Week

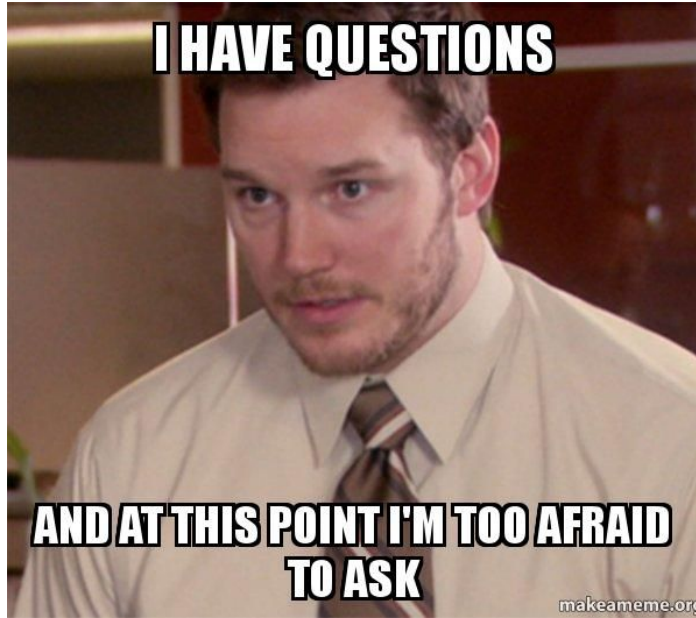


Trust Factors

- 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
[**www.icnd.net**](http://www.icnd.net)



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