

CASE STUDY

Amadeus Technology

Increasing conversion and engagement rates by +100% through data-informed layout changes



Challenge

Amadeus' website is the first stop for potential customers to understand what value Amadeus delivers to travel organizations. As such, it's one of their most important tools for driving new business and increasing revenue.

The Amadeus Corporations business unit, which provides corporate travel and expense management solutions to enterprises across the globe, wanted to update the solutions section of their website with three goals in mind:

- Clearly convey their core message
- Improve customer journeys
- Increase web conversions

The team worked closely with the global digital marketing team to analyze prior performance and engagement and develop a comprehensive project plan. Once the analysis was complete, the team estimated that actioning the updates could range anywhere from three months to a year.

The Corporations marketing team had neither the time nor the budget to begin this time-consuming project. But the Amadeus martech stack did provide in-depth data about prospects' online experiences across digital properties. Their core tools included:

- Adobe Analytics, for their web analytics tool
- Decibel, for the digital experience analytics tool

With inputs from these data providers, Amadeus decided that they had more than enough information to begin improving their site.

Strategy

The Corporations marketing team collaborated with their global marketing analytics team to identify and resolve the experience issues that needed to be addressed. Their goal was to improve website experience and deliver the greater ROI.

Stella Antonova (Head of Marketing Analytics), Tina Guenther (Global Marketing Manager, Corporations) and Stephanie Rothpflug (Global Marketing Manager for Corporations) used Adobe Analytics and Decibel to uncover critical digital experiences that needed improvement. Combining Decibel's scroll reach heatmaps and session replays with Adobe's conversion rates metrics, the team identified three major pain points impacting the customer journeys:

AMADEUS

Amadeus is one of the world's largest travel and expense technology providers. Founded in 1987 by four major airlines — Air France, Iberia, Lufthansa, and SAS — today Amadeus serves customers across the entire travel industry. Connecting travel providers, buyers and sellers, Amadeus processes 20 bookings every single second. That's more than 1.8 million bookings a day.

99

"With Decibel, we could base our measurements on facts instead of on pure assumptions. The tool proved and visualized the positive results of the website changes as well. And, it will help us to improve our website experience further in the future as it helps us identify causes of negative experiences. I am thankful that Stella and her team joined us on this BU project sharing their digital knowledge and insights with us."

Stephanie Rothpflug
Global Marketing Manager,
Corporations

Visitors were not viewing the most important content. For Amadeus, this included the product portfolio, which provided industry-specific solutions to prospective buyers, and their customer testimonials, which provided ROI-based validations of Amadeus' services.

Visitors showed low engagement with Amadeus' value propositions. Prospective buyers spent minimal time engaging with Amadeus' main value propositions slider. This meant that buyers did not clearly understand why Amadeus was different, hurting conversion rates.

The website layout was impacting CTA conversion rates. Amadeus' hero banner, which acted as a prospective buyer's first impression of the company, took up too much space on the site and had no clear CTA. As a result, visitors had no reason to engage with the site's content.

Based on this data, the marketing analytics team devised the following action items to improve content engagement and conversion. They updated the website so that:

Critical content was easily accessible. Recommended products were showcased prominently on the new site's layout, making it simple for prospective buyers to find Amadeus' solutions.

Amadeus' key value props were repositioned. The team rearranged certain web pages, so Amadeus' competitive differentiators were highly visible to prospects.

Clear CTAs were included on the web page. Amadeus updated their hero banners to replace the existing CTA in the banner with new "Contact Us" and "Accelerate Your Digital Transformation" calls to action, helping increase overall conversions.

With these improvements, Amadeus' team realized these incredible results:

- **410%** increase in overall clicks
- **100%** increase in clicks on testimonials
- **562%** increase in clicks on recommended products
- **600%** increase in clicks on videos
- **366%** increase in clicks on CTA "Accelerate Your Digital Transformation"

These results were delivered in a 30-60-day period, over 1000% faster than Amadeus' original 1-year estimated timeline for this project.

The team's Campaign Specialist is also being empowered with Dxs, Decibel's objective measurement of digital customer experience, so they can understand campaign performance at a glance.



"This project was a huge milestone for the whole marketing organization. It proved that through decisions based on data not only we can increase conversions but also speed up the delivery of content and layout changes on the website. As a result, we are incorporating Decibel reporting as a key element for optimization of any "website make-over" process within the company."

Stella Antonova
Head of Marketing Analytics,
Global Digital Marketing

Decibel helps organizations make every digital experience effortless. We're the only analytics software in the world that can identify, score, and prioritize every online user experience impacting conversion, sales, and loyalty across your website and apps. Our forensic tools then get to the root cause so you can troubleshoot, validate hypotheses, and find the fastest path to resolution.

The world's leading brands — including Fidelity, Lego, and British Airways — harness Decibel for better conversions, more sales, and increased customer loyalty across their digital offerings. Optimizing digital experiences has never been this easy.



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