

The Customer Journey - Personalized

On the Beach has perfected its personalized messaging by using AB Tasty to speak to its different customer segments, using data-driven decisions to get more beaches to more people.

CHALLENGE

On The Beach caters to a diverse range of customers. Purchasing a holiday can often involve multiple site visits and includes both new and returning customers. On The Beach needs to show that they understand those customers and find the right messages to each segment.

TEST IDEAS

On The Beach tried different messages to highlight certain holiday picks, to see what was more successful with each group of people

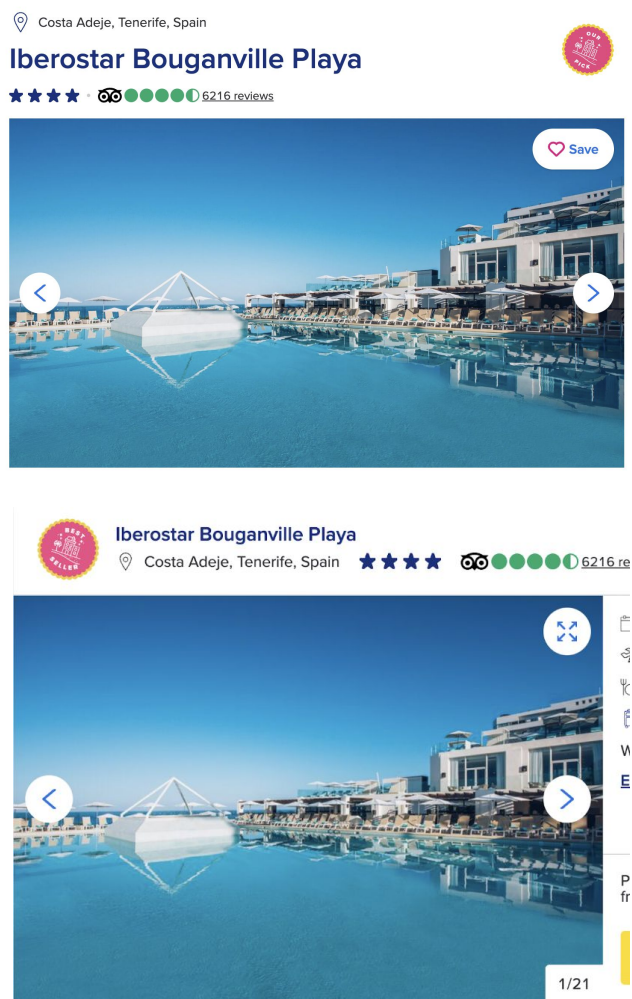
RESULTS

They found that returning customers responded better to the badge "Our Picks", while new customers reacted to a "Bestseller" badge resulting in more than 200 bookings on their site.

TAKEAWAY

Through testing and experimentation, On The Beach have successfully personalized their messaging to match specific customer segments and optimize their booking rates.

This approach resulted in a significant increase in bookings, demonstrating the power of customization and targeted communication in enhancing the customer journey.



↑ **+200**
more
orders