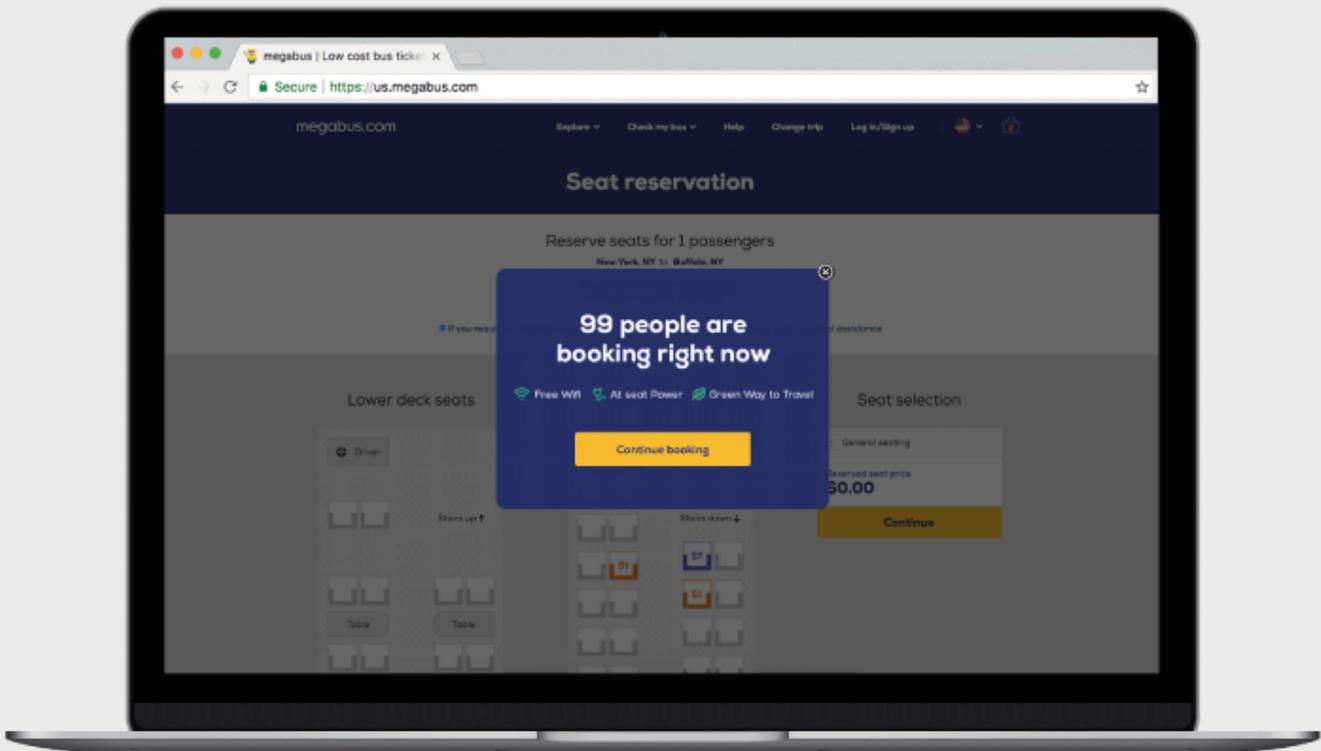




# How Megabus used Yieldify to optimize the customer booking journey

Case study



## ABOUT MEGABUS

[Megabus](#) is the market-leading budget intercity coach operator in the UK and North America. First launched in the UK in 2003, international transport group Stagecoach introduced the brand to the USA in 2006, with the mission of providing affordable and reliable bus services across more than 100 different cities and university campuses.

## SHOWCASING BUS TRAVEL TO A US AUDIENCE

Intercity bus travel in the US has seen [huge growth over the last decade](#), much of this driven by operators, such as Megabus, offering an affordable and convenient service, challenging the traditional view of this mode of transport. Moving into 2018, Megabus wanted to build on its huge success by creating an on-site customer journey as smooth as its service and highlighting the wide variety of great reasons to travel with Megabus.

## TESTING AND LEARNING FROM URGENCY, USP AND SOCIAL PROOF MESSAGES

Megabus worked with Yieldify to implement a test-and-learn approach to optimizing the customer journey. At each stage of the booking funnel, Megabus [A/B tested](#) campaigns to understand which tactics and messages resonate best across the customer journey to drive urgency in-session, secure bookings and recapture abandoning visitors.

“Yieldify has worked closely with us to implement a test-and-learn strategy that is optimizing our customer journey. This data-driven approach means we are fully confident in the campaigns we’re running to reduce abandonment, increase bookings and improve the experience for our customers. With Yieldify we’re able to deliver the right messages at the right moment on our website, and from this see real impact on our bookings.”

### Colm Lynch

VP of Retail, Megabus.com

# Reducing top of the funnel booking abandonment

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## A/B testing exit campaigns

Yieldify tested a variety of campaigns targeting the top of the booking funnel to help Megabus understand how to best recapture the attention of visitors abandoning the booking process.

First, it was important to understand if highlighting benefits, such as 'At-seat power' or 'Free Wi-Fi', would have a positive impact on conversion rate. Different USPs were tested against a control group, and the results showed that in each case these messages were effective at reducing abandonment and increasing conversion.

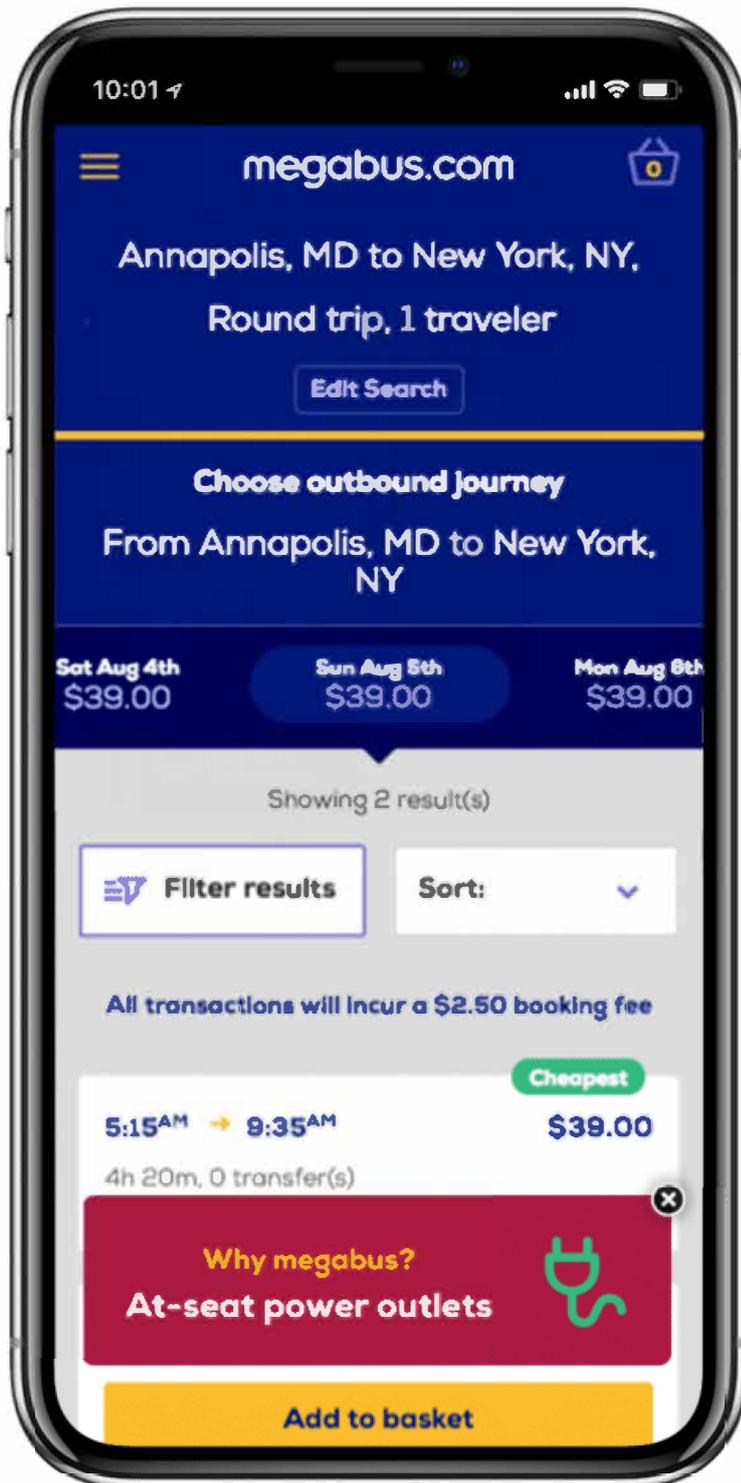
Building on this success, Megabus then used Yieldify to pinpoint which USP worked best. To do this the brand A/B tested messaging around a variety of different features of the bus to ascertain which one had the highest impact on conversions.

This testing process allowed Megabus to have full confidence in the effectiveness of its USP messaging, and apply the learnings to other devices such as mobile. Adapting the format and triggering for mobile helped Megabus achieve a **3.2% uplift in conversion rate** versus the control group.

**SUCCESS**

**+3.2%**

**Uplift in conversion rate on mobile**



10:01



megabus.com



Annapolis, MD to New York, NY,  
Round trip, 1 traveler

Edit Search

Choose outbound journey

From Annapolis, MD to New York,  
NY

Sat Aug 4th  
\$39.00

Sun Aug 5th  
\$39.00

Mon Aug 6th  
\$39.00

Showing 2 result(s)



Filter results

Sort:



All transactions will incur a \$2.50 booking fee

Cheapest

5:15 AM → 9:35 AM

\$39.00

4h 20m, 0 transfer(s)

Why megabus?

At-seat power outlets



Add to basket

# Driving visitors through the booking funnel

## Instilling urgency with targeted messaging and Dynamic Social Proof

As well as influencing visitors at the top of funnel who were abandoning their booking, Megabus wanted to use other tactics to drive users toward completing their booking. To do this Yieldify and Megabus employed two powerful psychological tactics – [urgency and scarcity](#) – at key points in the customer journey.

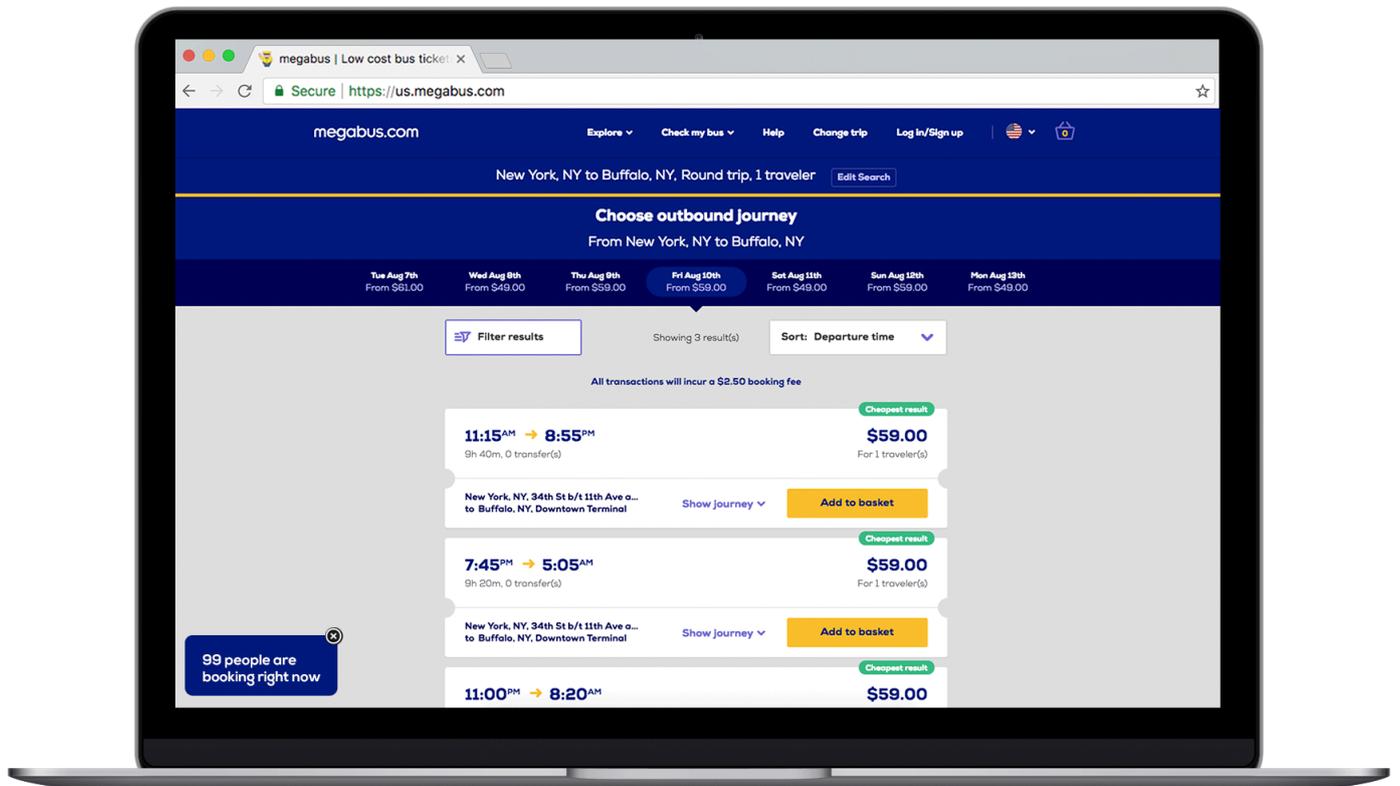
For upper funnel visitors, Yieldify used [Dynamic Social Proof](#) to induce FOMO and move visitors through the booking process.

This strategy was A/B tested, first against a control, then using different messages. This was then refined even further by testing different types of creative. The fully-optimized version of the campaign achieved a **2.4% uplift in conversions on desktop**.

**SUCCESS**

**+2.4%**

**Conversion rate uplift for upper  
funnel Dynamic Social Proof**



For lower funnel visitors, a multi-touch approach was employed to amplify the feeling of FOMO even further and encourage users to convert. The winning variant achieved a 3.5% uplift in conversions on desktop.

If the urgency messaging was not enough to convince visitors to book, then on exit Megabus were able to leverage a second chance to engage them, this time with a social proof-focused exit campaign.

The final version of the campaign drove a 7.5% conversion rate uplift on desktop.

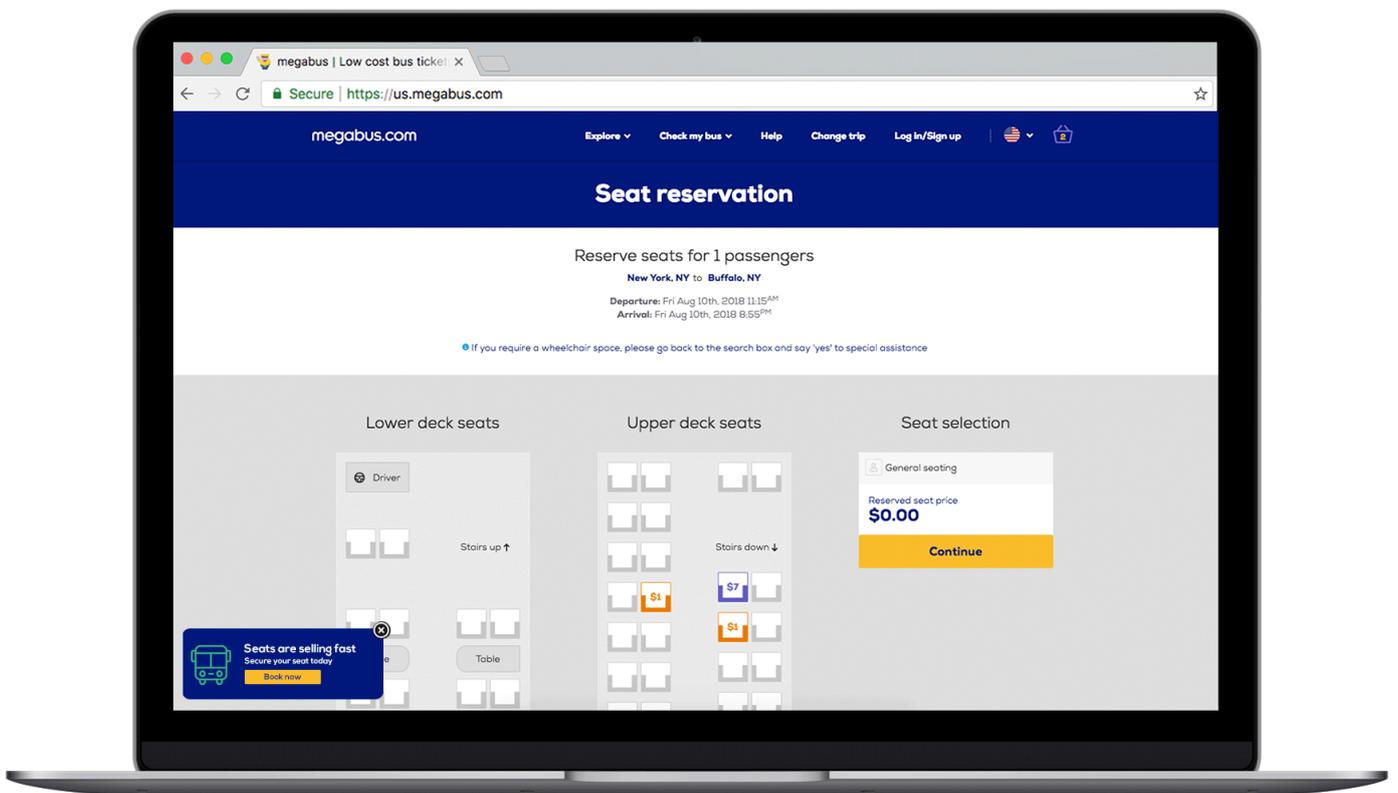
SUCCESS

+3.5%

Conversion rate uplift for lower  
funnel urgency messaging

+7.5%

Conversion rate uplift for lower  
funnel Dynamic Social Proof



Following this test-and-learn approach, Megabus was able to refine its onsite strategy, ensuring it made every interaction count, at every stage of the customer journey.

# Pre-empting frequently asked questions

## Improving the customer experience

As well as optimizing the customer journey for conversions, Megabus wanted to ensure that it was preemptively addressing common queries to improve the customer experience. Utilizing an insight from the offline customer journey, the customer contact center, Yieldify developed a campaign to highlight the most commonly questioned items.

The campaign surfaced information by showing a Notification to visitors dwelling for over 10 seconds. This proactive approach had multiple benefits for Megabus and its visitors. Firstly, by answering the most common call centre queries up front, customers didn't have to stop their online journey to call Megabus.

This reduced friction in the journey towards booking, driving an uplift of +5.1% on desktop. It also presented the perfect opportunity to increase average order value by sharing information, for example about ancillary purchases visitors might make.

**SUCCESS**

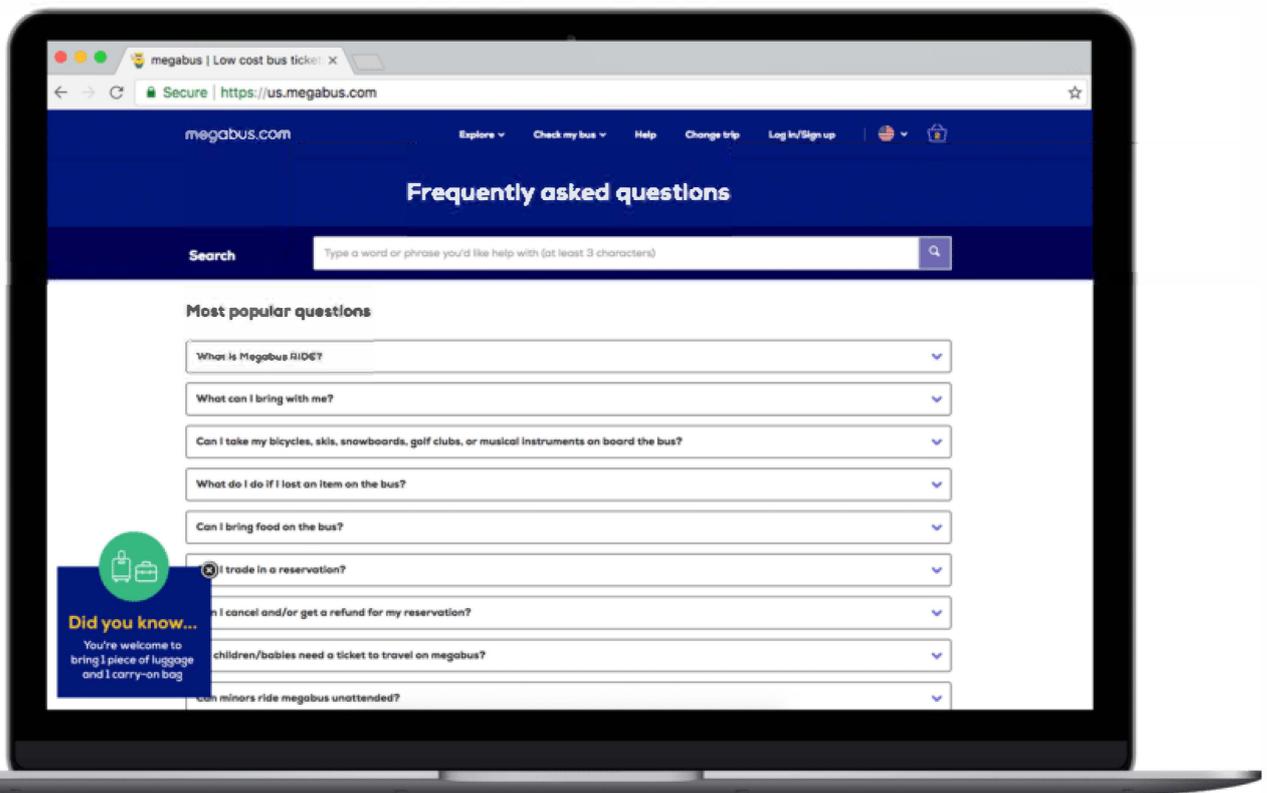
**+3.2%**

**Uplift in conversion rate on mobile**

**SUCCESS**

**+5.1%**

**Uplift in conversion rate on desktop**



## Frequently asked questions

**Search**    Type a word or phrase you'd like help with (at least 3 characters)    🔍

### Most popular questions

- What is Megabus RIDE? ▾
- What can I bring with me? ▾
- Can I take my bicycles, skis, snowboards, golf clubs, or musical instruments on board the bus? ▾
- What do I do if I lost an item on the bus? ▾
- Can I bring food on the bus? ▾
- Can I trade in a reservation? ▾
- Can I cancel and/or get a refund for my reservation? ▾
- Do children/babies need a ticket to travel on megabus? ▾
- Can minors ride megabus unattended? ▾

**Did you know...**  
You're welcome to bring 1 piece of luggage and 1 carry-on bag

# Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

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