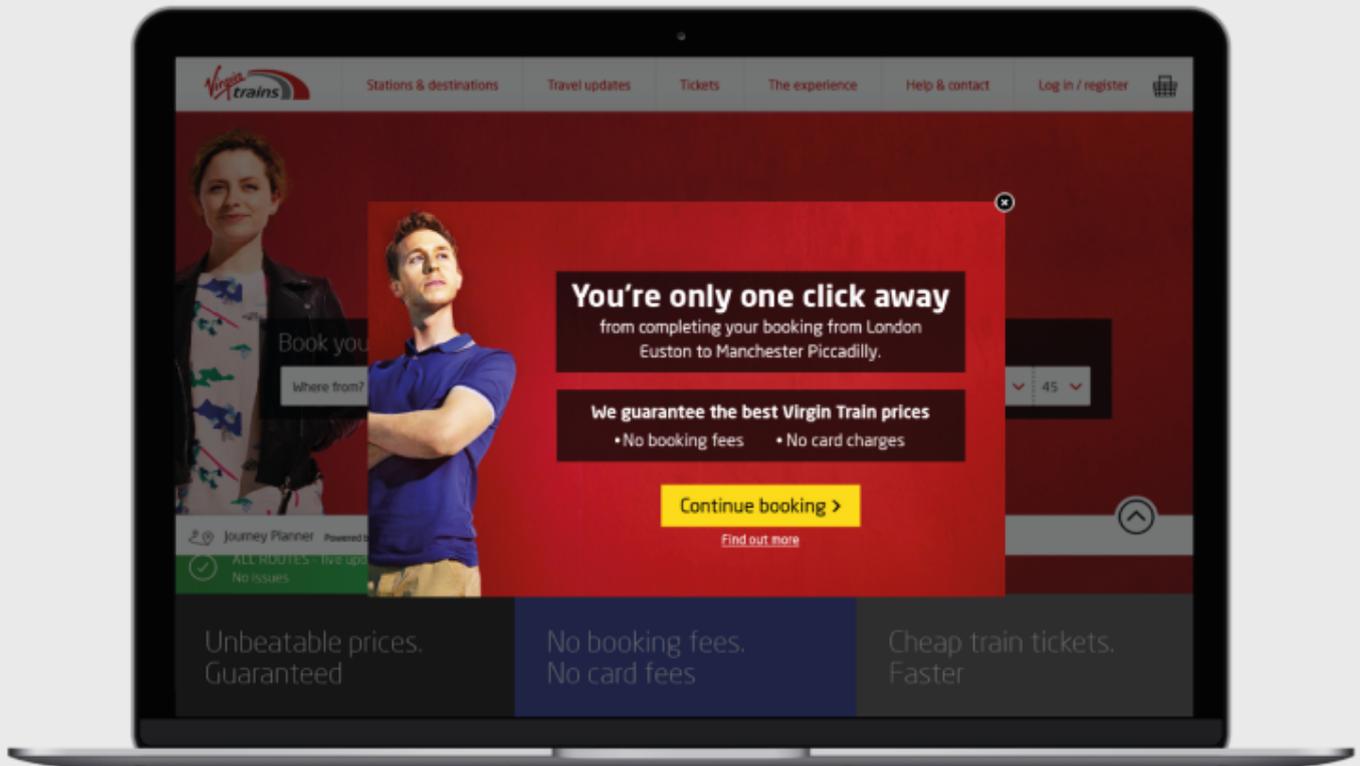




How Virgin Trains used Yieldify to reduce booking form abandonment

Case study



ABOUT VIRGIN TRAINS

Since 1997, Virgin Trains has operated the West Coast Main Line service, carrying over 34.5 million passengers a year across the country between London, West Midlands, North West England, North Wales and Scotland. It is committed to delivering a high speed, high-frequency service, offering shorter journey times, more comfortable travel and excellent customer service; customers consistently rate Virgin Trains as one of the top long-distance rail franchise operators*.

CULTIVATING LOYALTY

High commuter expectations, competition from rival providers and comparison sites have made domestic train travel a truly customer-centric market. Virgin Trains recently announced major investment into its service, demonstrating its commitment to delivering the best customer experience.

MAKING EVERY INTERACTION COUNT

Yieldify has provided Virgin Trains with smart, simple and meaningful onsite campaigns to increase bookings and grow brand loyalty by targeting visitors showing exit behaviour at different stages of booking – from researching train times right through to payment. By highlighting a key Virgin Trains USP – no hidden fees and the Virgin Trains price promise for online bookings, Yieldify was able to help reassure website visitors and keep them onboard through to booking.

**The National Rail Passenger Survey commissioned by industry watchdog, Transport Focus*

“Yieldify has created and delivered campaigns that have concentrated on real business needs and challenges. These campaigns are running as a proven success – directly increasing conversion rate and delivering incremental website revenue.”



Simon Bagel
Senior Digital Executive

Conversion reassurance

Conversion campaign

Virgin Trains offers its passengers not only a luxury experience, but also excellent value for money. By highlighting that booking online incurs no additional fees or hidden card charges to visitors abandoning the timetable pages, Yieldify was able to help Virgin Trains encourage those visitors to complete their booking, driving a 9.9% conversion rate uplift on desktop.

SUCCESS

+9.3%

Conversion rate uplift
from visitors abandoning timetable pages



Stations & destinations

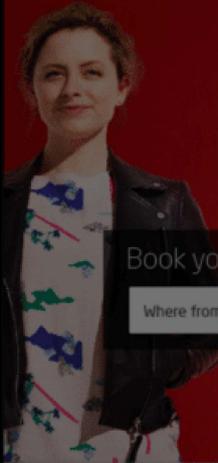
Travel updates

Tickets

The experience

Help & contact

Log in / register



Book yo
Where from



We guarantee the best Virgin Trains prices

You won't find our tickets
cheaper elsewhere. Promise.

•No booking fees •No card charges

Continue booking >

[Find out more](#)

Journey Planner Powered
ALL ROUTES - live up
No Issues

45



Unbeatable prices.
Guaranteed

No booking fees.
No card fees

Cheap train tickets.
Faster

Inside the funnel



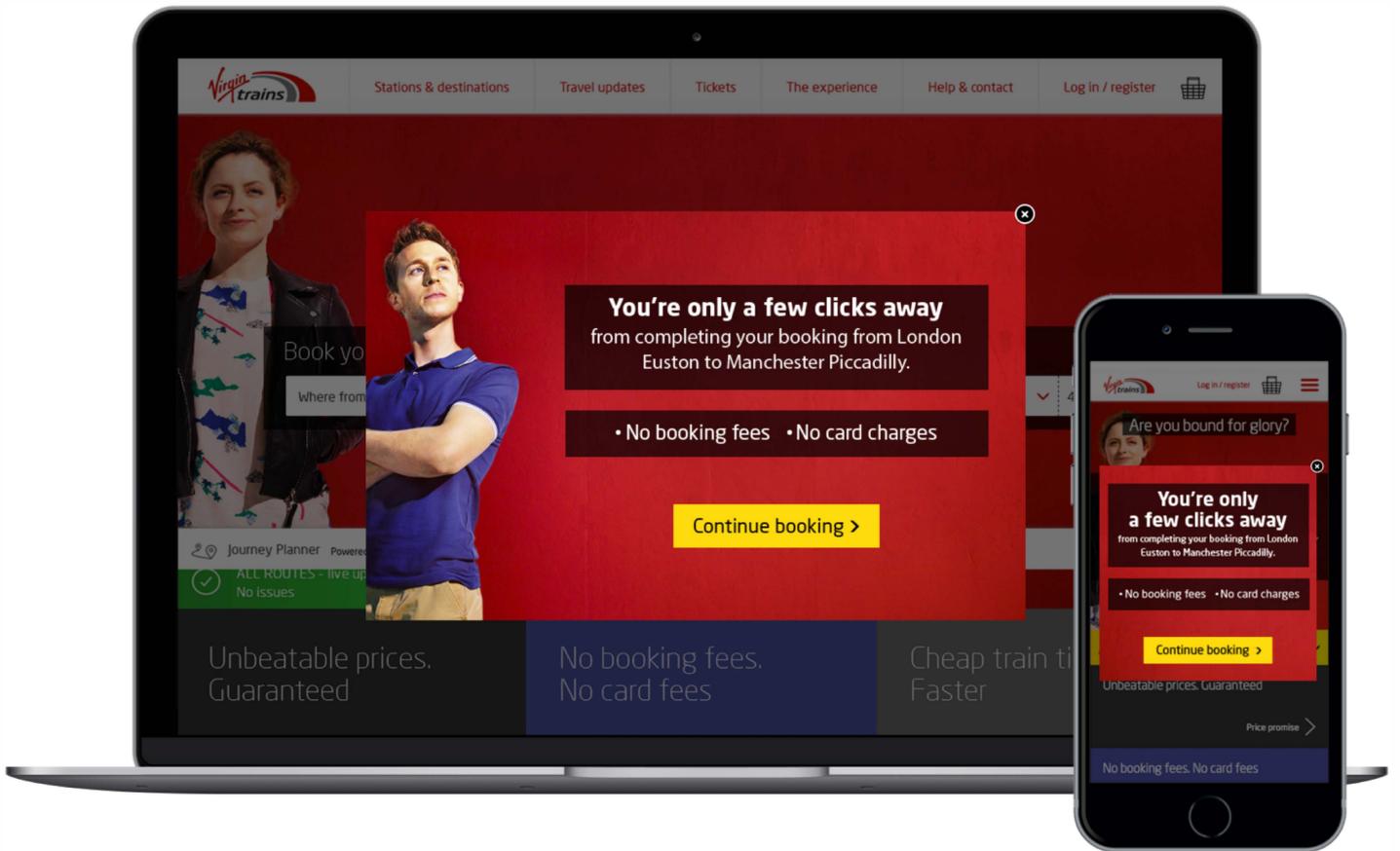
Yieldify helped Virgin Trains create meaningful interactions with website visitors abandoning within the booking funnel. When a visitor had become disengaged with their desktop or mobile device while browsing the Virgin Trains website, Yieldify served them with an overlay at the perfect moment to keep them on track to complete their booking.

SUCCESS

+7.3%

Conversion rate uplift

from visitors abandoning seat reservation pages



Stations & destinations

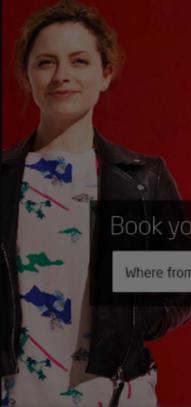
Travel updates

Tickets

The experience

Help & contact

Log in / register



Book yo

Where from

You're only a few clicks away
from completing your booking from London
Euston to Manchester Piccadilly.

- No booking fees
- No card charges

Continue booking >

Journey Planner Powered

ALL ROUTES - live up
No issues

Unbeatable prices.
Guaranteed

No booking fees.
No card fees

Cheap train ti
Faster



Log in / register



Are you bound for glory?

**You're only
a few clicks away**
from completing your booking from London
Euston to Manchester Piccadilly.

- No booking fees
- No card charges

Continue booking >

Unbeatable prices. Guaranteed

Price promise >

No booking fees. No card fees

End of the line



Yieldify ran campaigns targeting visitors who showed intent to exit the payment page at the end of the booking funnel. By serving USP messaging to visitors that had become disengaged at this point, Yieldify was able to increase conversions from targeted visitors on desktop by 21.2%.

SUCCESS

+16.6%

Conversion rate uplift

from visitors abandoning payment pages



Stations & destinations

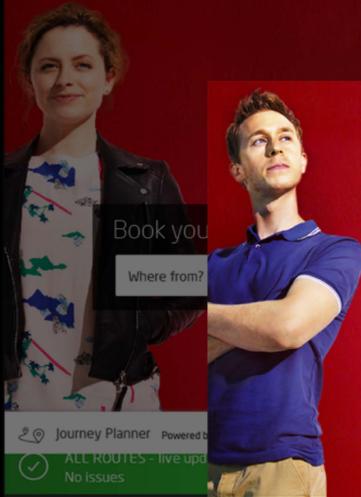
Travel updates

Tickets

The experience

Help & contact

Log in / register



Book you
Where from?

You're only one click away

from completing your booking from London
Euston to Manchester Piccadilly.

We guarantee the best Virgin Train prices

- No booking fees
- No card charges

[Continue booking >](#)

[Find out more](#)



45



Journey Planner Powered by
ALL ROUTES - live updates
No issues

Unbeatable prices.
Guaranteed

No booking fees.
No card fees

Cheap train tickets.
Faster

Promotion amplification: Summer Seat Sale

Conversion campaign

Each summer, bargain hunters anticipate the Virgin Trains three-day Summer Seat Sale where prices on First Class and Standard seats are slashed on the West Coast route. To support this year's promotion, Yieldify ran campaigns that served engaging header bars on entry as well as overlays on exit highlighting the sale and driving users through to the sale page.

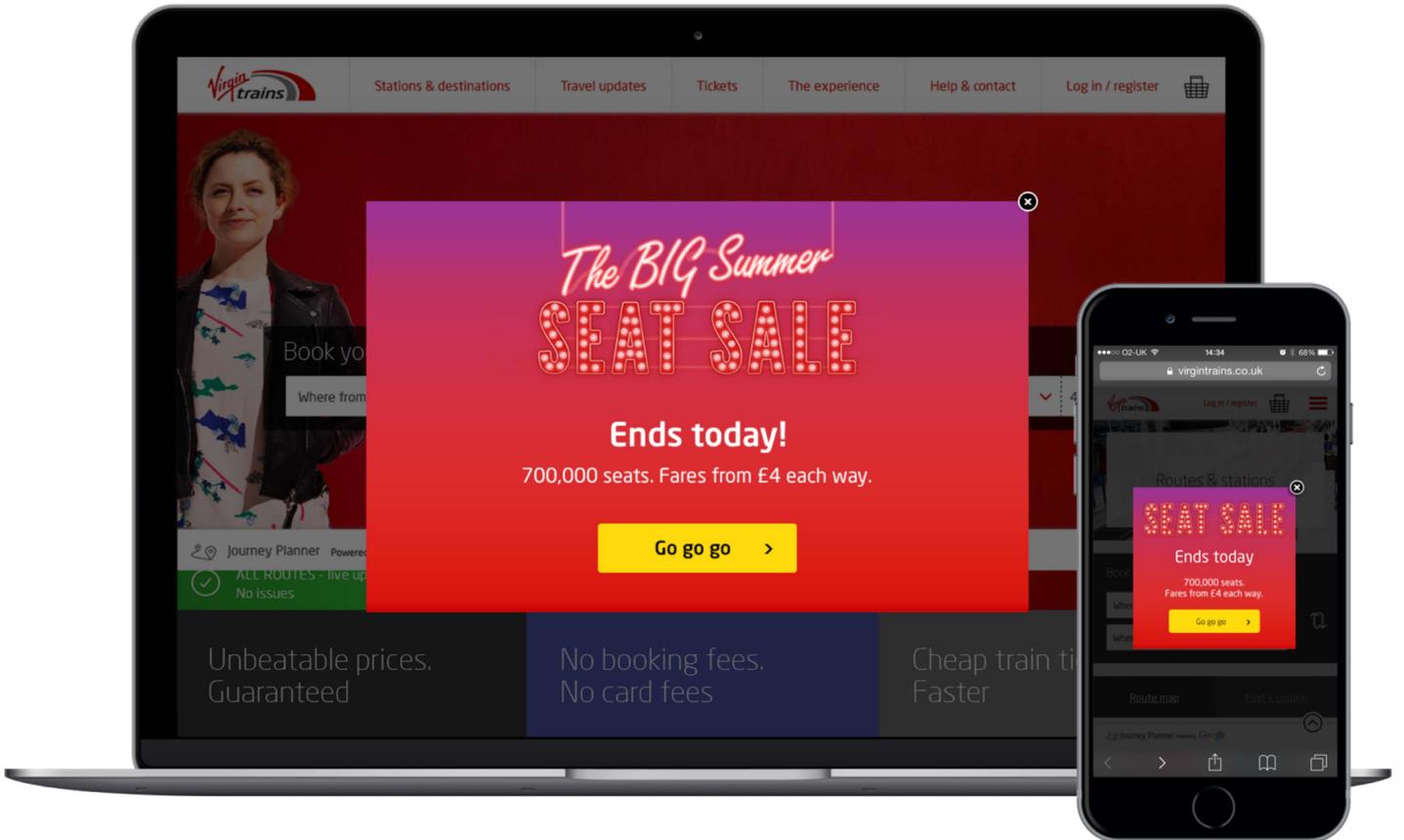
SUCCESS

+60%

Conversion rate uplift on mobile
from targeted visitors who saw the promotion

+55%

Conversion rate uplift on desktop
from targeted visitors who saw the promotion



Stations & destinations

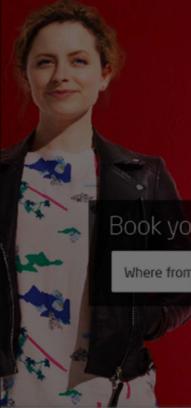
Travel updates

Tickets

The experience

Help & contact

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Book your journey
where from

The BIG Summer SEAT SALE

Ends today!

700,000 seats. Fares from £4 each way.

Go go go >

Journey Planner Powered by Google
ALL ROUTES live up to date
No Issues

Unbeatable prices.
Guaranteed

No booking fees.
No card fees

Cheap train tickets.
Faster

virgintrains.co.uk

Log in / register

Routes & stations

SEAT SALE

Ends today

700,000 seats.
Fares from £4 each way.

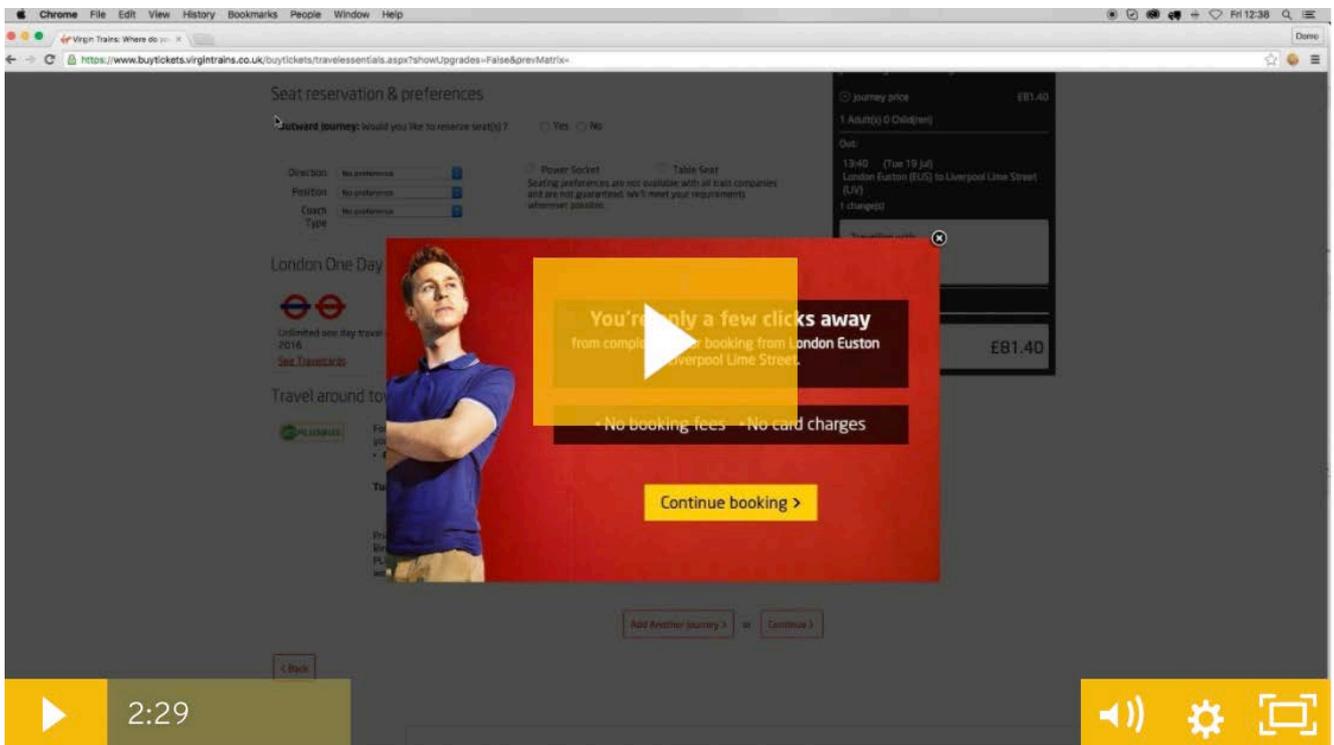
Go go go >

Route map

Journey Planner

How it works

Click the video to view one of Virgin Train's campaigns



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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