



## What's Included

### Booking Urgency Pop-up

Once the visitor is on the Home page for a few seconds, a pop-up appears on the right-hand side of the page showing real-time booking activity. Specific parameters can be set to show certain periods of time and minimums are in place to only show positive booking activity metrics.

### Modal Pop-Up

Targeting specific criteria for on-page behavior, the visitor is shown a pop-up message with a special offer or reminder when they move the cursor up to the URL address bar, showing intent to leave the site. The messaging is intended to make the feel like they will miss out on something if they leave the site at that time. It can lead the visitor directly to the booking engine and utilizes a tracking code to monitor revenue.

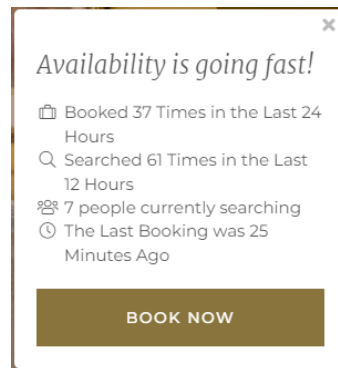
### Reviews Feed

Visitors close to conversion tend to search for reviews from real guests before deciding to book. The reviews feed pulls in real reviews from certain OTA sites, keeping the visitor on your site instead of going elsewhere.

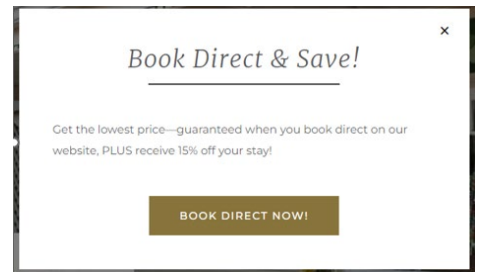
# Case Study: Conversion Booster Bundle

## Increasing Conversions with a Curated Selection of Website Widgets

Vizergy ran a beta test for 10 weeks with a luxury hotel in San Luis Obispo, CA. We placed three specially selected widgets known to encourage conversions online. Tracking codes were placed on the pop-ups to track bookings and revenue.



← Booking Urgency Pop-up



Modal Pop-up →

## Case Study Results

The Booking Urgency and Modal Pop-ups had tracking codes on their CTA buttons and resulted in the following revenue and reservations data:



Combined revenue of over **\$289,000**



**37%** of total revenue from the website



**757** completed reservations



**37%** of the website's total direct reservations