

Travelodge Drives 15X ROI With Server-Side Testing



+15X uplift
in revenue

When British hotel brand Travelodge switched to Monetate, they were able to implement new tests six times faster and at significantly lower costs. Learn how server-side testing helped the brand multiply their ROI.

Seeking the Right Solution

Travelodge is one of the largest independent hotel brands in the United Kingdom, offering best value accommodations for travelers across the UK, Ireland, and Spain. The Travelodge website receives one million hits per day, and the bulk of bookings come through web and mobile—making the brand’s online customer experience an essential component of their business strategy. Travelodge also serves a very diverse audience, from students to business travelers to families on holiday, raising the stakes of personalization on their digital channels.

The Travelodge marketing team is a well-oiled machine: they have a good grip of their analytics, and they are never short of ideas for experiences to test and optimize. However, despite this they saw that their personalization results were falling stagnant with the solution they were using. The team was being held back by both the speed and cost of getting tests up and running. The turning point came when, after a year, they found that they had only been able to run four tests. Such flat business impact made it impossible to justify the cost of the contract.

“That’s when we made the decision to move to Monetate,” reports James Loar, Head of Product, Digital at Travelodge. “We needed something new to significantly change the landscape of how we were doing A/B testing.”

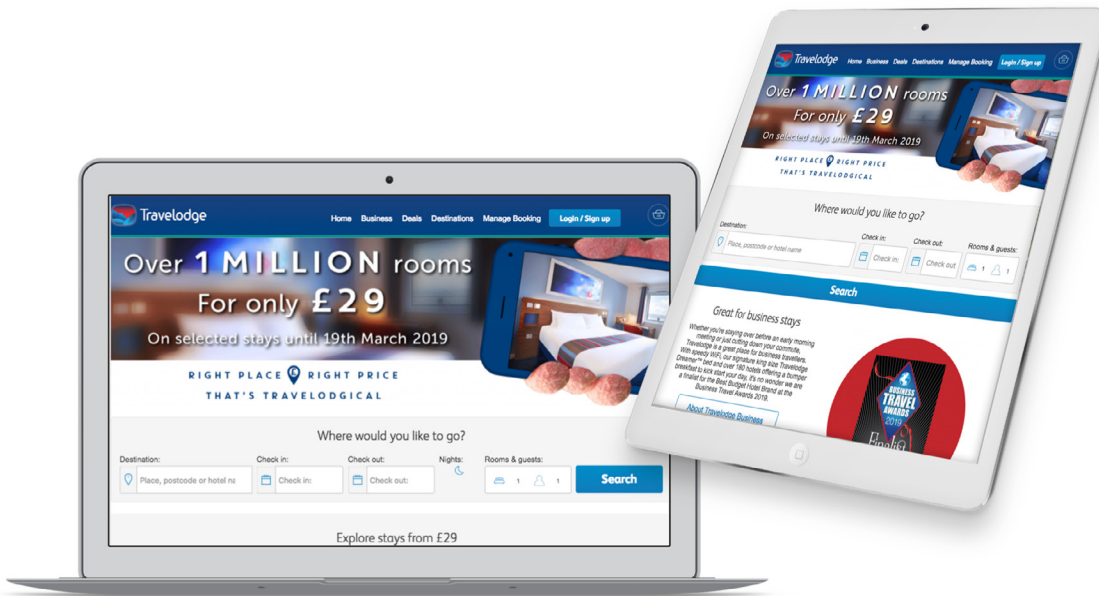
Travelodge signed on to switch to the Monetate Personalization Engine, which is now a part of Monetate, in January 2018, and hasn’t looked back since.



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*Head of Product,
Digital,
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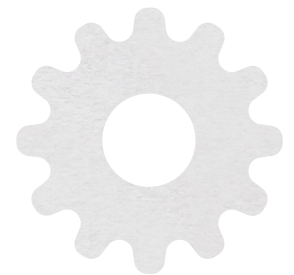
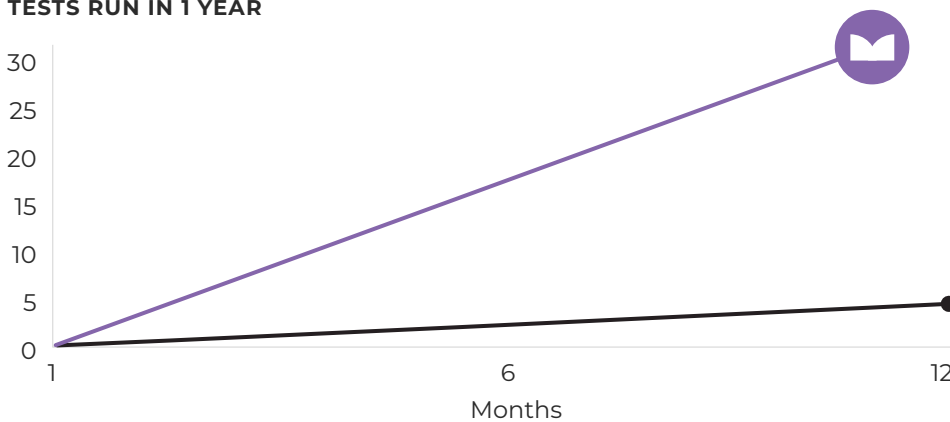


Results Right Away

“From the beginning, it was clear that Monetate was about empowering us to do our own changes, using the resources we have combined with the power of the platform. We could tell it was going to be a good fit for us, but the real proof is in the success we’ve had since.” In less than a year, Travelodge has been able to launch over 30 tests—and has seen tremendous business value as a result. Reflecting on the impact of the solution, James shares that “Monetate costs us about the same amount as the solution we had before, but the numbers show the difference: within our first four or five experiences with Monetate we saw a huge incremental uplift in revenue of at least 15X ROI.”

▲
15X
uplift in
revenue

TESTS RUN IN 1 YEAR



Success with Server-Side Testing

One of the features that Travelodge has used most extensively is the ability to run server-side tests, which has streamlined the testing process while significantly reducing costs. According to James, the lack of ability to run server-side tests on the previous solution meant that “even when we identified a winner, I would then have to pay our in-house dev team again to re-code that test into our actual website. The server-side test is the complete



reverse of that. Now, we use Monetate to make the decision, and then once we find the winning variant I can get it live on the site almost immediately because it's already an existing code branch." This has allowed the team to multiply their impact in a short amount of time.

Monetate's server-side integration functionality allows clients to make calls to the Monetate decision layer directly from their infrastructure, instead of, or along with, the tag integration in the browser. You gain the ability to deliver pages that have all changes already applied, including testing, agility and personalization experiences. Benefits include eliminating flicker issues, improving performance, bypassing ad and content blockers completely and addressing any security concerns one may have with a tag integration.

The ability to run tests in this manner was an influential factor in the vendor selection process. "Not having to pay twice for every test was very important to us," James admits. "But it also suits the way our website works: our site has a lot of legacy platforms that it sits in and around depending on what part of the site you're interacting with," which makes it both delicate and complex. Everything changed when the team was suddenly able to run tests from their own code base, so that they could learn what kind of experience it was going to provide without breaking features or causing unexpected changes. "This gave us a huge amount of confidence to actually drive bigger, more complex, and deeper experiences; even multi-page experiences that we never would have been able to execute before without flicker or delay on big imagery changes," says James.

But the technology is only half the equation. James reports that "the willingness of the Services team to listen to our challenges and get the platform working to solve those problems, combined with the strategy that they provide, show that they are actually interested in our business instead of just their own. Monetate has done a great job of proving why we made the right choice to switch. I want to shout from the hilltops what a great platform Monetate has, and what a great job they are doing."



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