

Leading Spanish Airline Iberia Builds Traveler Urgency, Sees Uplift in CVR by +3.8% and by +1% in CTR

The leading airline in Spain, Iberia, offers a wide range of travel destinations in Europe, Africa, the Middle East, and Asia. With a fleet of 157 aircraft, the airline is committed to being the best option for passengers booking vacations or business trips.

By launching social proof experiences with Monetate, Iberia was successful in driving conversions on their flight results pages by matching messaging to the sense of urgency a passenger is experiencing when booking a flight.



+3.8% Uplift in CVR with Monetate Social Proof

+1% Uplift in CTR with Monetate Automated Personalization

Challenge

Although Iberia found that social proof experiences resulted in **+3.8%** lift in conversion across all flights, they wanted to see if there was room for further improvements.

The team ran a few A/B tests where they discovered that social proof conversion was actually dropping after a while.

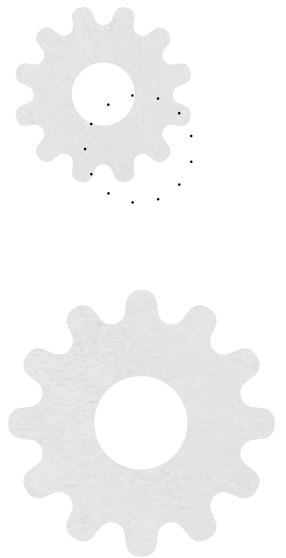
They hypothesized that this drop was a result of showing the same social proof message across every flight.

They recognized that travelers have different levels of urgency based on travel plans, for example, such as their destination, weather, booking short haul vs. long haul flights, etc., and these needs should be reflected in the social proof messaging they are shown when booking a flight.

Solution

Working with Monetate's Professional Services Team, Iberia leveraged [Monetate Automated Personalization](#). With Automated Personalization, they launched social proof messaging customized to travelers' needs and that would better resonate based on their booking dates. In other words, social proof messages targeting customers on the website were completely personalized to their travel plans and the urgency to book them, among other factors.

Such personalization was essential, as not everyone responds to social proof messaging in the same manner: certain types of social proof messaging were proved to be ineffective among some traveler segments.



Therefore, Iberia relies on Monetate Automated Personalization to decide how many (if any) social proof messages should impact each user to optimize conversion on the flight results page.

Five different types of social proof messages were created for the flight results page, displaying the number of times a specific flight had been searched (5, 10, 20 or 40 times, depending on the type of social proof message), highlighting scarcity and instilling a sense of urgency in the users. Again, the type of social proof message to be displayed on the flight results page depended on the traveler segment, determined by their booking dates and travel plans.

The screenshot shows the Iberia flight selection interface. At the top, there's a navigation bar with dates: "Mié, 16. AGO \$97", "Jue, 17. AGO \$97", "Vie, 18. AGO \$140" (highlighted in red), "Sáb, 19. AGO \$122", "Dom, 20. AGO \$114", and "Lun, 21. AGO \$122". Below this, a yellow notification box with an exclamation mark icon says "40 personas están buscando un vuelo a Madrid para este día." The main content area displays flight options with columns for "HORARIO", "DURACIÓN", "CABINAS Y PRECIO", and "FILTRAR". Two flight options are visible: one from LGW to MAD at 10:50 and another at 20:45. Each option shows "Turista" and "Business Class" fares. A larger yellow notification box with an exclamation mark icon is overlaid on the bottom right, repeating the message: "40 personas están buscando un vuelo a Madrid para este día."

Results

By using the Monetate Engine to decide how many social proof messages to show to each visitor, Iberia achieved an uplift of +1% in click through rate when travelers clicked on the sales confirmation button when booking on the airline's website.

But that wasn't the most valuable discovery made by Iberia from this experiment.

They were able to gather additional insights about customers from how the machine decided which social proof variant to show.

They found that the length of the stay the visitor was booking was one of the biggest factors influencing what kind of social proof needed to be shown, and that showing social proof on five flights to site visitors booking a long stay worked the best.

Iberia also discovered that if a visitor had been on the site more than the average time, it was best to show social proof on 10 flights.

There were even more insights into whether visitors were not logged in, if it was a short haul one-way trip, and even to particular geographies, that all influenced what kind, if any, social proof should be shown.

Having these insights not only justified the value of [Monetate Social Proof](#), but enabled Iberia to better enhance their segmentation strategy for social proof experiences across the board.

Overall, social proof can work well, but it can also be a distraction and lead to a bad experience for visitors, if the messages don't resonate.

If Iberia had only run A/B testing, they might not have come to this conclusion. Now, they are armed with the tools and insight needed to create the best booking experience for travelers.

