

# Timber Mountain: Unified Bundle Flow Checkout Test Results

A comprehensive analysis of our Seamless-Booking test initiative aimed at streamlining the checkout experience and increasing conversion rates.



by Andre Rand

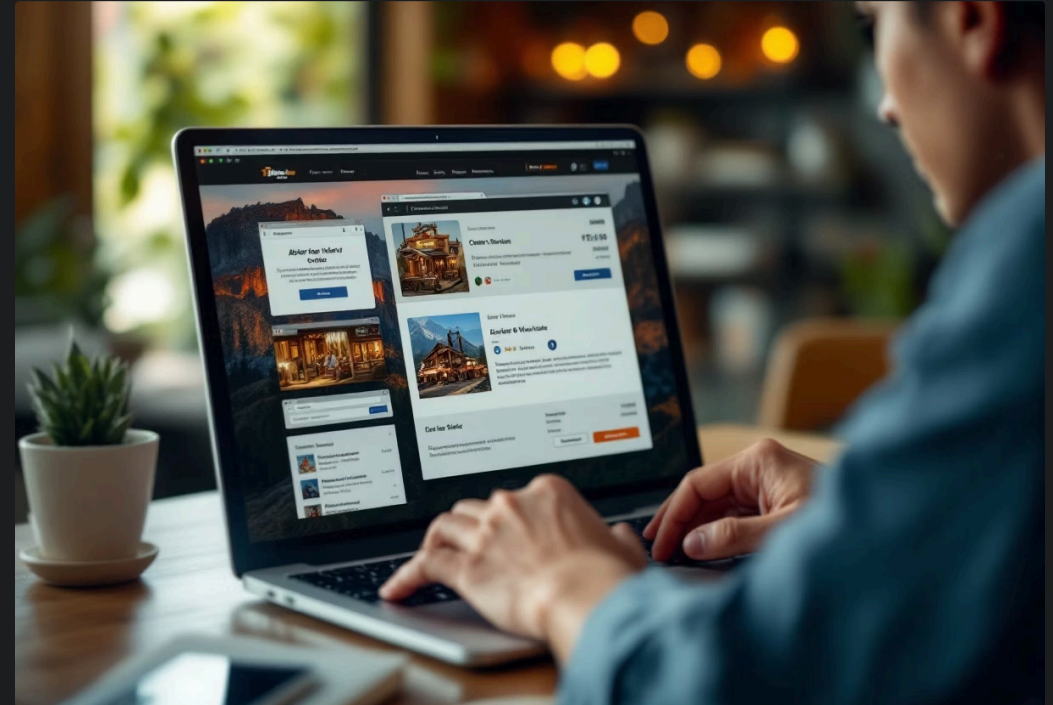
# The Checkout Problem

## Our Legacy Funnel Was Losing Customers

Our traditional checkout process was causing significant customer drop-off:

- 7 separate checkout steps
- 3 domain hand-offs (Booking.com, airline GDS, rental-car sites)
- 42% drop-off after Step 3 (external redirect)
- Highest abandonment for flights & hotels bundles

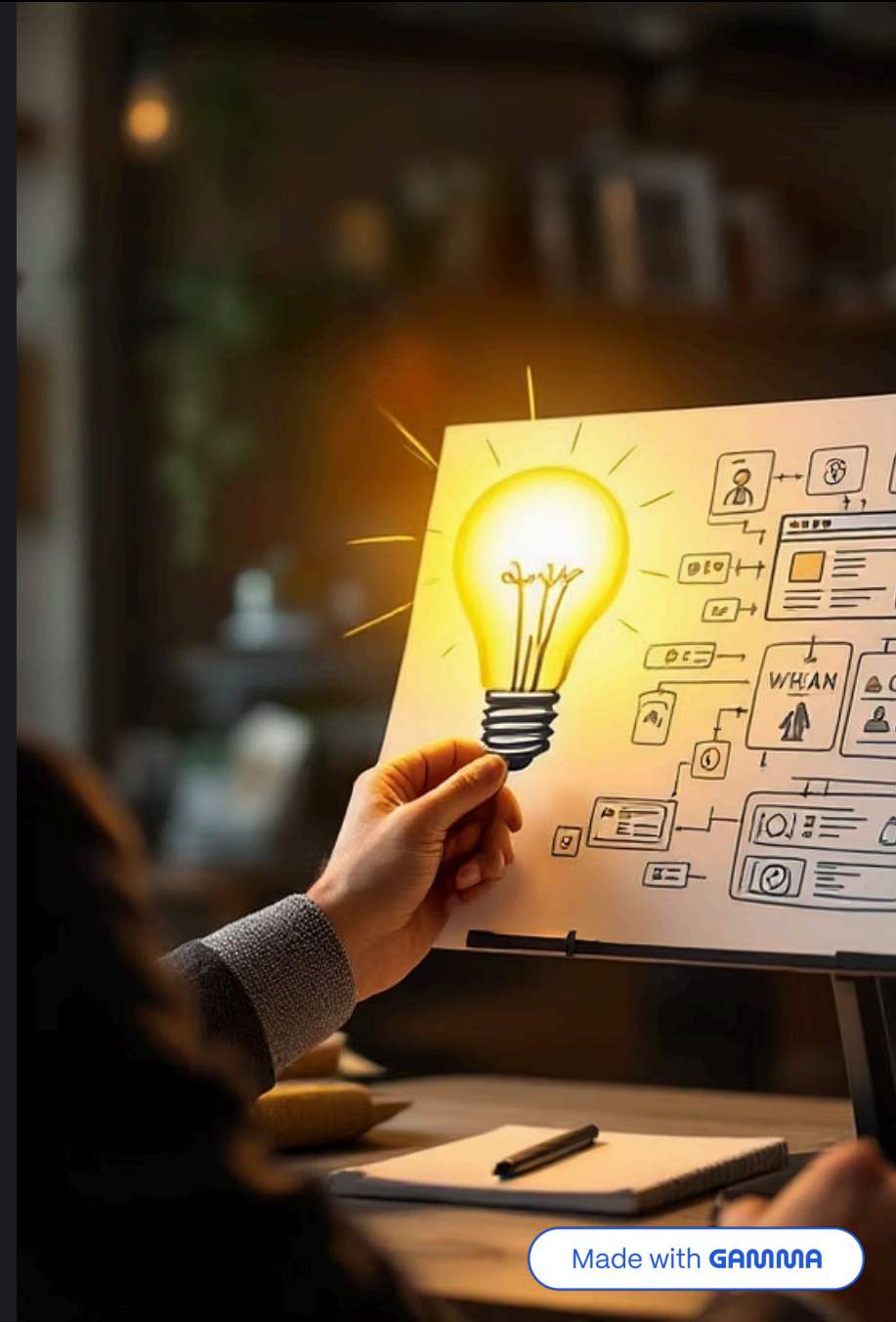
Customer feedback: "Felt sketchy clicking through all those different sites."



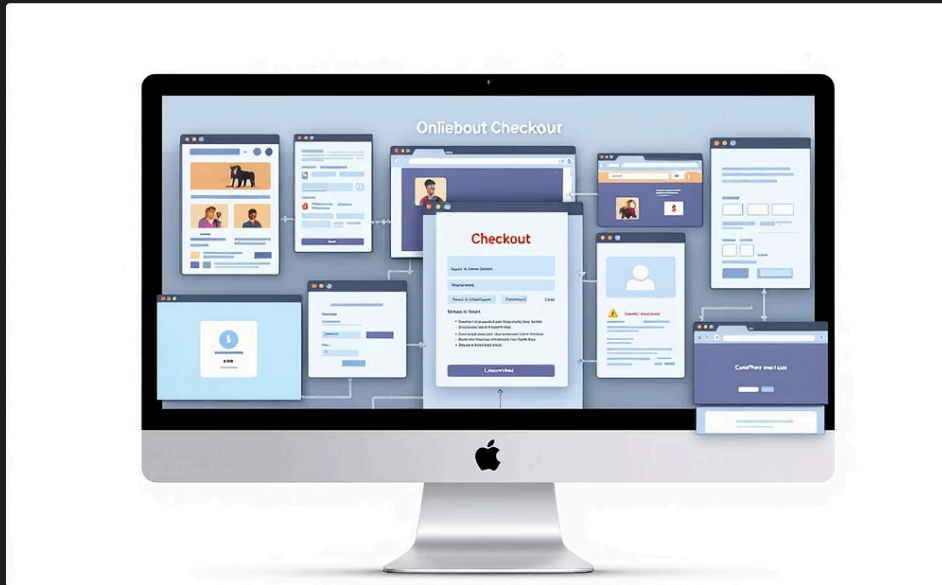
# Our Hypothesis

We believed we could significantly improve the customer experience by creating a more streamlined checkout process.

If we replace the multi-redirect flow with a single, Booking.com-powered in-page bundle checkout, overall booking-completion will rise by  $\geq 10\%$  for U.S. visitors who add at least one non-ticket item.

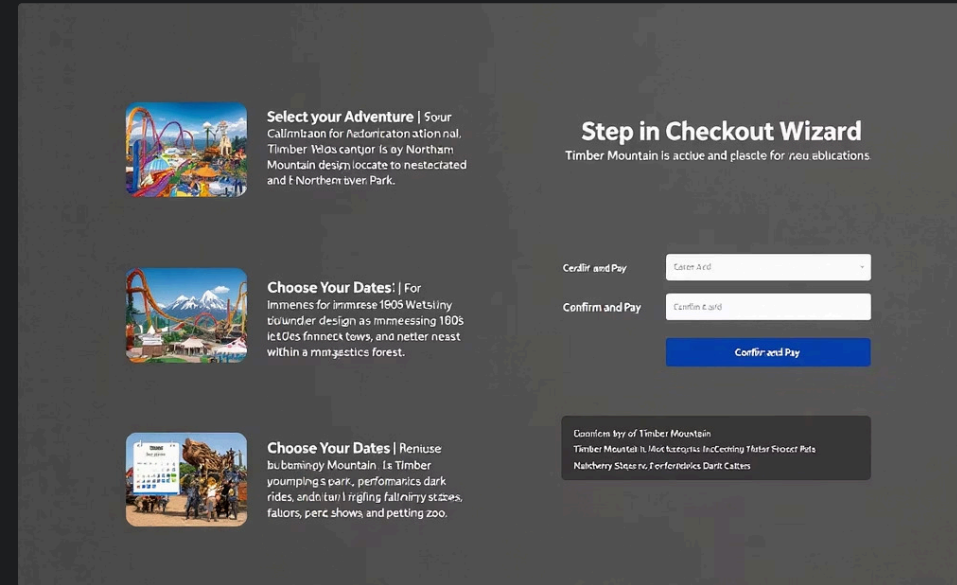


# UX Comparison: Control vs. Treatment



## Control: Legacy Checkout

- 7-step funnel with multiple screens
- Redirects to external domains for flights, hotels, cars
- Separate payment screens for each component
- Inconsistent branding across touchpoints



## Treatment: Unified Flow

- 3-step in-page wizard (Review → Passenger Info → Pay)
- Booking.com iFrame handles all bundle SKUs
- One PCI-scoped payment call
- Consistent Timber Mountain branding throughout

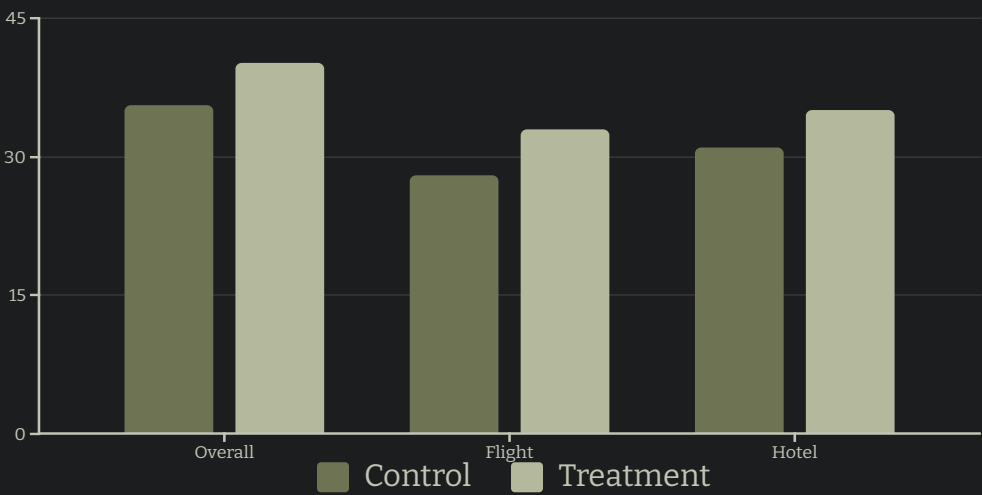
**Technical Note:** If Booking.com API response time exceeded 250ms (occurring in 0.6% of sessions), users were gracefully redirected to the Control experience.

# Test Parameters & Methodology

Geographic Focus	United States only
Target Audience	Visitors who added $\geq 1$ flight, hotel, or car rental to cart
Test Duration	September 2-22, 2024 (3 weeks)
Traffic Split	50/50 at session start
Primary KPI	Booking-completion rate (all items in cart purchased)
Secondary Metrics	Flight-only completion, Hotel-only completion, Checkout duration
Guardrail Metrics	Average order value, 95th-percentile First Contentful Paint
Statistical Method	Two-tailed z-test, $\alpha = 0.05$ ; 95%+ power



# Results: Primary Metrics



## Significant Improvements Across All Categories

- **+12.7% increase** in overall booking completion ( $p=0.006$ )
- **+5 percentage points** in flight bookings ( $p=0.015$ )
- **+4 percentage points** in hotel bookings ( $p=0.021$ )

The greatest improvements were seen in the areas where we previously experienced the highest abandonment rates, confirming our hypothesis that a streamlined checkout experience would have significant impact.





# Results: Secondary Metrics

**57%**

## Reduction in Checkout Steps

From 7.0 steps in control to 3.0 steps in treatment

**50%**

## Faster Checkout Time

From 4m 12s (control) to 2m 05s (treatment)

**18pp**

## UX Satisfaction Increase

More users reported "checkout felt easy" in qualitative surveys

**0.9%**

## Performance Impact

Minimal increase in 95th-percentile FCP (statistically insignificant at  $p=0.74$ )

# Hypothesis Confirmed



## The integrated Booking.com bundle flow delivered:

- Statistically significant +12.7% uplift in completed bookings
- No negative impact on performance metrics
- Maintained average order value
- Directly addressed the "Seamless Integration" friction point

## Projected Annual Impact (U.S. Traffic Only)

≈ +36,000 additional completed itineraries

≈ +\$2.4M incremental revenue (based on \$67 blended ARPU)



# Next Steps: Implementation Plan

## U.S. Roll-Out

Full deployment to 100% U.S. traffic with 5% hold-back for ongoing monitoring and comparison

## International Expansion

Run identical tests in Canadian and UK markets to validate regional performance

## Optimization Opportunities

Launch in-wizard upsell experiments for add-ons (meal plans, express passes, priority boarding)

## Technical Safeguards

Implement performance guard-rails with alerts if 95th-percentile FCP drifts more than 50ms

## Cross-Device Experience

Develop persistence of the in-page bundle during mobile app hand-off scenarios

# Key Takeaways

## **Frictionless Checkout Drives Conversion**

The 12.7% increase in booking completion demonstrates that reducing steps and keeping users within our ecosystem significantly improves conversion.

## **Speed Matters**

Cutting checkout time in half while maintaining performance metrics shows that efficiency and user experience can be improved simultaneously.

## **Revenue Impact Is Substantial**

With a projected \$2.4M annual revenue increase from U.S. traffic alone, the global potential of this improvement is significantly higher.

