



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

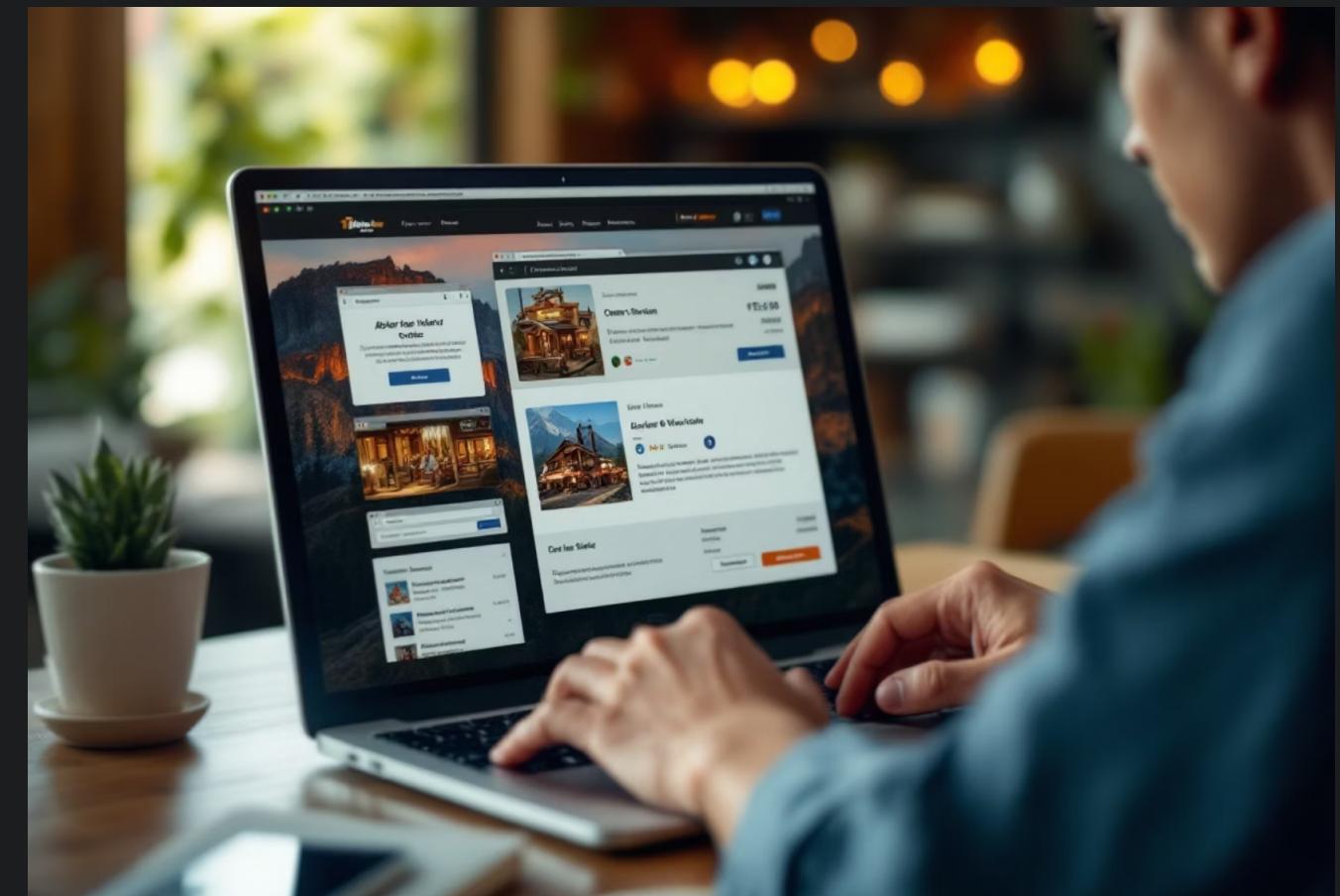
The Checkout Problem

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."



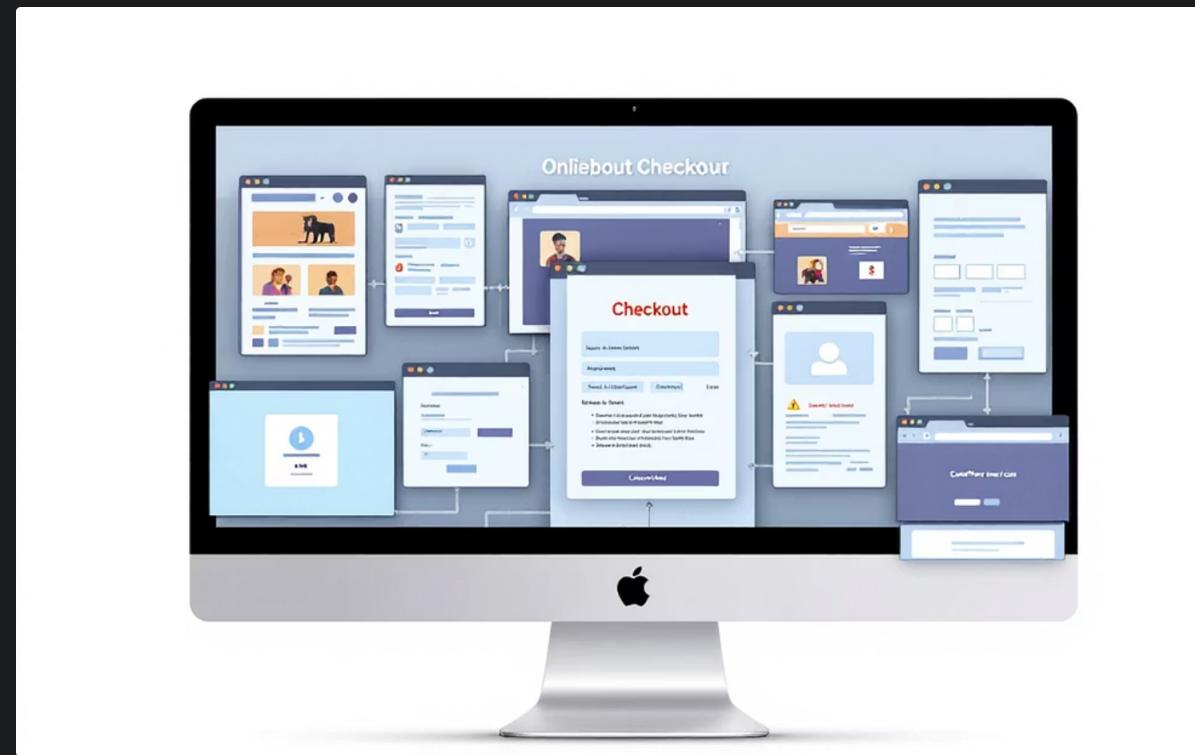
Our Hypothesis

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

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

A screenshot of the Treatment: Unified Flow 'Step in Checkout Wizard' interface. The page has a dark background with three main sections: 'Select your Adventure' (showing a roller coaster at Timber Mountain), 'Choose Your Dates' (showing a mountain landscape), and 'Credit and Pay' (with a dropdown menu set to 'Enter A/c'). Below these sections is a callout box containing the text: 'Timber Mountain is active and please for new publications'.

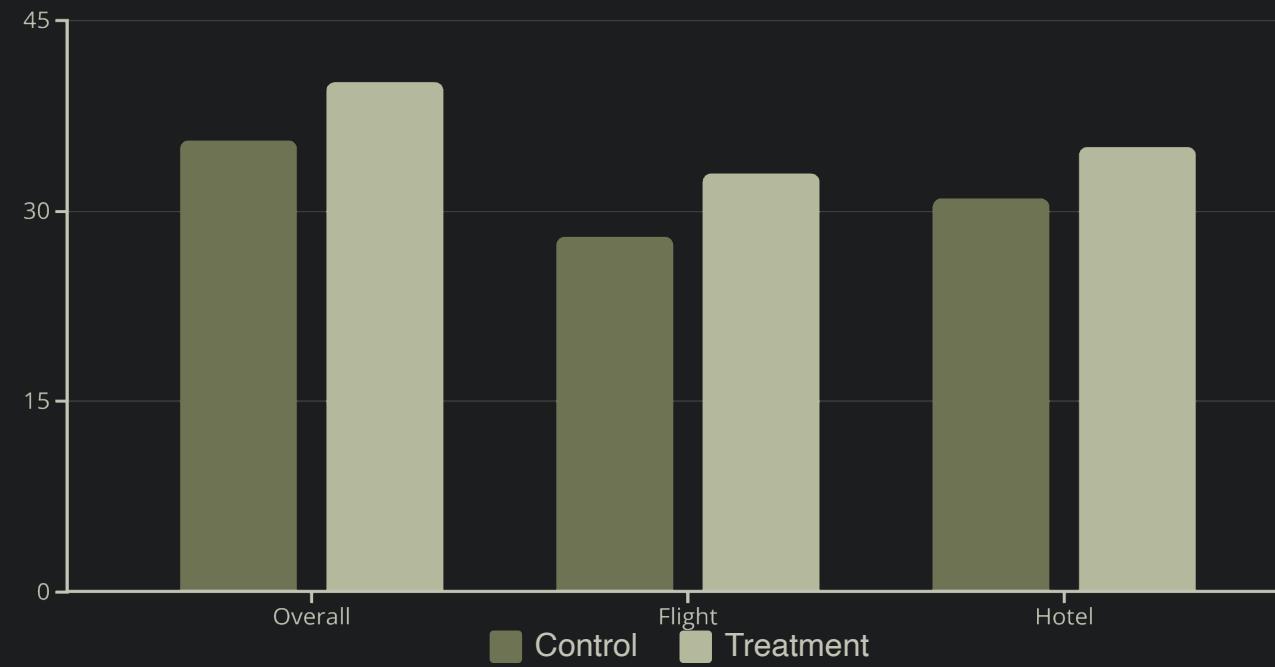
Treatment: Unified Flow

- 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

Test Parameters & Methodology

Geographic Focus	United States only
Target Audience	Visitors who added ≥ 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.

