**PRESENTATION CONTENT OUTLINE:**

**Timber Mountain: Checkout: Unified Booking.com Bundle Flow — Seamless-Booking Test**

**1 — Background 🛒**

*Checkout is where we lose them.*

* Legacy funnel: 7 separate steps, 3 domain hand-offs (Booking.com, airline GDS, rental-car site).
* **Drop-off after Step 3 (external redirect) was 42 %**; highest for flights & hotels (page-15 friction in the case study).
* CSAT verbatim: “Felt sketchy clicking through all those different sites.”

**2 — Hypothesis 💡**

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

**3 — Test UX 🎨**

| **Variant** | **Key Details** | **(Insert Screenshot)** |
| --- | --- | --- |
| **Control** | • 7-step funnel • Redirect to external domains for flights, hotels, cars • Separate payment screens |  |
| **Treatment** | • **3-step in-page wizard** (Review → Passenger Info → Pay) • Booking.com iFrame handles all bundle SKUs • One PCI-scoped payment call |  |

Tech note: If Booking.com API > 250 ms (0.6 % of sessions), users gracefully dropped to Control.

**4 — Test Logistics 🗓️**

| **Field** | **Value** |
| --- | --- |
| **Geo** | United States |
| **Audience** | Visitors who added ≥ 1 flight, hotel, or car rental |
| **Launch → End** | **2 Sep 2024 → 22 Sep 2024** |
| Split | 50 / 50 at session start |
| Primary KPI | Booking-completion rate (all items in cart purchased) |
| Secondary | Flight-only completion, Hotel-only completion, Checkout duration |
| Guardrails | Avg. order value, 95th-pct FCP |
| Stats | Two-tailed z-test, α = 0.05; 95 %+ power |

**5 — Results 📈**

| **Metric** | **Control** | **Treatment** | **Δ Lift** | **p-value** |
| --- | --- | --- | --- | --- |
| **Overall booking-completion** | 35.6 % | **40.1 %** | **+12.7 %** | 0.006 |
| Flight completion | 28 % | **33 %** | +5 pp | 0.015 |
| Hotel completion | 31 % | **35 %** | +4 pp | 0.021 |
| Avg. checkout steps | **7.0** | **3.0** | −57 % | — |
| Median checkout time | 4 m 12 s | **2 m 05 s** | −50 % | — |
| 95th-pct FCP | 2 020 ms | 2 038 ms | +0.9 % | 0.74 |

**Key take-aways**

* Biggest wins where prior abandonment was highest (flights & hotels).
* Speed and AOV unchanged, validating technical integration.
* Qual survey: +18 pp “checkout felt easy”.

**6 — Conclusion ✅**

*Hypothesis confirmed.*  
The integrated Booking.com bundle flow delivered a **stat-sig +12.7 % uplift** in completed bookings without harming performance or revenue per order. The shorter, single-domain path directly resolves the “Seamless Integration from Planning to Booking” friction.

**Annual impact (U.S. traffic)**  
≈ +36 k additional completed itineraries → **+$2.4 M incremental revenue** (blended ARPU $67).

**7 — Next Steps 🚀**

1. **Full roll-out** to 100 % U.S. traffic with 5 % hold-back for monitoring.
2. **International expansion** — run the same test in CA & UK markets.
3. **Upsell experiments** — in-wizard add-ons (meal plans, express passes).
4. **Performance guard-rails** — alert if 95th-pct FCP drifts > 50 ms.
5. **Cross-device continuity** — persist the in-page bundle on mobile app hand-off.