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Impact

Booking.com

Overall Business Impact



Conversion & Booking Efficiency

- **+14% increase in conversion rate** driven by more prominent and contextual review components.
- **+135% uplift in review interaction** (clicks, scrolls, and hovers) after redesign implementation
- **-22% drop in booking hesitation** from users who viewed at least one review + photo, confirming trust at decision-making moments.



User Experience Improvements

- Review cards with travel companion context tags helped users identify relevant feedback faster, improving perceived **content quality and review relevance by +17%**.
- After we added review snippets to the mobile product page, **users scrolled further and spent 19%** more time exploring the content.
- Launching the full photo gallery with embedded reviews **led to a +9% increase in ticket selection CTR**.



Trust & Customer Satisfaction

- Embedding user-generated content (UGC) and segment-based highlights (e.g. "Popular with families") increased perceived credibility, contributing to a **+6 point trustworthiness lift** in user surveys.
- Travelers reported increased satisfaction with clarity, authenticity, and reassurance, especially during mobile browsing.
- Smarter placement of social proof reinforced decision confidence, supporting **higher NPS and review-based conversions** especially among first-time bookers.