



AT INTERNET

Online Intelligence Solutions

RYANAIR

Ryanair uses analytics to drive increased website revenue and performance

Client

Ryanair

RYANAIR

Industry

Low cost air travel, B2C

Vendor

AT Internet

Products

Analyzer^{NX} & DataExplorer

Benefits

- Enabled strategic decision making
- Increased conversion
- Increased website revenue

SYNOPSIS

Ryanair is Europe's original low fares airline and continues to be Europe's largest low fares carrier. In 2000 Ryanair carried over 67 million passengers on more than 800 routes across 28 European countries.

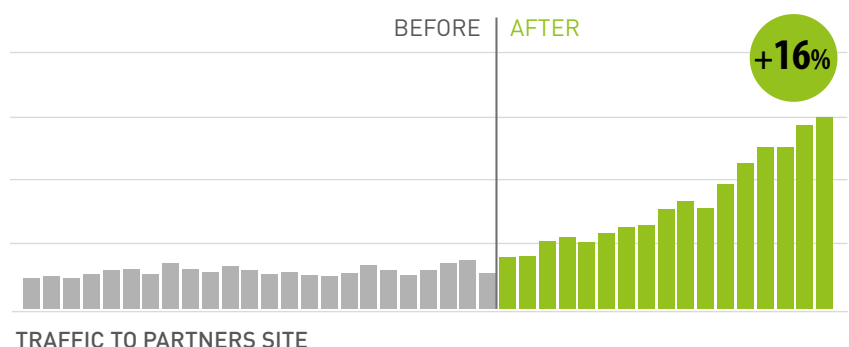
99% of Ryanair's bookings are made through its website making it the company's single most important marketing tool. The website collects bookings and revenue for airfares across its network but also operates an affiliate model via its website for ancillary partners who provide accommodation, car hire, airport parking and other services.



THE CHALLENGE

Ryanair already had a Web Analytics solution in place but the information was difficult to access and they were looking for a solution partner rather than provider. AT Internet was selected as an organisation with whom their Web Analytics environment would not stand still and one where all their online intelligence needs could be taken care of within a single, intuitive user interface. As the global economic environment has clamped down on consumer spending, the low-cost airfare market has suffered price erosion, making visitor traffic conversion an even higher priority.

In order to make improvements one must first understand the requirements and be able to effectively measure and analyse current results. Ryanair had two key objectives: to re-design their homepage in order to better convert visitor traffic, and to increase the visitor traffic driven to their partner pages



THE SOLUTION

.....
The use of Web Analytics meant that Ryanair could learn about how their visitors wanted to interact with the site ...
.....

Ryanair selected AT Internet's Analyzer^{NX} and DataExplorer Products. These products help Ryanair gain a deeper understanding of its online marketing landscape.

The use of Web Analytics meant that Ryanair could learn about how their visitors wanted to interact with the site, allowing them to see where people entered and left the site, use heat maps to identify prime locations, etc. This knowledge allowed them to significantly improve the homepage design.



The first step to driving conversion was to understand the contribution of each traffic source, using AT Internet's analytics solution allowed Ryanair to identify that the traffic they received from natural searches was quite low. As a result this is now something they are able to focus on developing whilst being able to directly monitor any improvements gained.

Due to the fact that AT Internet provides measurement and analysis solutions, not only for the web but also for other marketing channels, Ryanair was also able to identify, and prove, that personalising and increasing the relevance of their emails provided significant campaign uplift. The data collected from the campaign is cross-referenced with the financial systems in order to verify the data and the revenue generated.

Having maximised the way that people initially find the website and by driving them to 'step one', identifying flights, Ryanair then wanted to understand if there were any weaknesses in the conversion funnel, i.e. was there any point in the process at which they suffered visitors exiting the process? This feature allowed Ryanair to review the whole visitor journey and to concentrate on specific strategies to address increasing traffic to ancillary partners and to destination and feature pages.

THE BOTTOM LINE

"By using AT Internet's Web Analytics to understand email and visitor behaviour, we were able to increase click-through rates by 200% and our bounce rate decreased by 18%"

Dara Brady, head of advertising, Ryanair

Dara Brady, head of advertising at Ryanair comments:

"As a result of improving the homepage design we were able to increase visitor traffic by 16% to destination and feature pages, as well as to ancillary partners. And by personalising our emails we were able to double the revenue generated from our email campaigns."

Brady continues, *"It was very important to Ryanair that we found a partner with whom we could travel on the journey through the constantly changing world of digital marketing. We did not want an out of the box product that would not meet our future needs. We insisted on a trial period before finally selecting our supplier and now I'm confident to say that in AT Internet we feel we have that partner."*

Ryanair's plans for the future include visitor segmentation, multivariate testing and continuous review and improvement cycles!

BENEFITS

- Enabled strategic decision making
- Increased conversion
- Increased website revenue



AT INTERNET

Online Intelligence Solutions

About AT Internet

AT Internet is a leading Independent web and mobile analytics solution provider, operating in 9 countries internationally. AT Internet prides itself on its data integrity and customer centric approach.

Proud winner of the 2009 Platinum Distinction for European Seal of E-Excellence, AT Internet provides a robust and reliable best of breed SaaS analytics platform offering a complete solution to enhance your marketing intelligence and business effectiveness.

About Ryanair

Ryanair is the World's favourite airline and operates more than 1,500 flights per day from 44 bases and 1200+ low fare routes across 27 countries, connecting 160 destinations.

Ryanair operates a fleet of 262 new Boeing 737-800 aircraft with firm orders for a further 49 new aircraft (before taking account of planned disposals), which will be delivered over the next year. Ryanair currently has a team of more than 8,000 people and expects to carry approximately 73.5 million passengers in the current fiscal year.

Contact us

Bordeaux (HQ) / Paris	+33 (0)1 56 54 14 30
London	+44 (0)20 3178 5356
Madrid	+34 (0)911 105 829
Montréal	+1 514 658 3571
München / Hamburg	+49 (0)89 / 324927-0

www.atinternet.com