



GRANDVALIRA - Success Case

Summary

+ 276,000 € in additional revenue in just 3 months

Redefining the ski experience with **Grandvalira**.

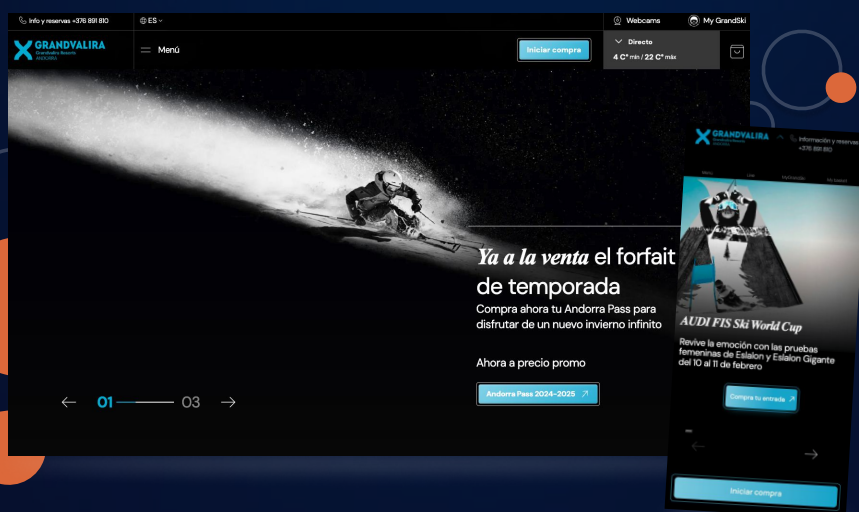
Grandvalira, the largest ski resort in the Pyrenees, wanted to increase sales and improve the user experience on its digital platform. Facing challenges with friction in the purchase process and low interaction, they needed a fast and effective solution. At Boost, we implemented precise **tests and strategies** to **maximize conversions**.

The Challenge

Grandvalira, the largest ski resort in the Pyrenees, aimed to **increase its sales** through its digital platform and improve interaction with its virtual shopping assistant.

With a diverse customer base and a competitive environment, it was crucial to identify the most promising areas for improvement and **quickly test** new strategies to optimize the user experience and maximize conversions.

We successfully increased **revenues by + 276,000 €** during the 2023/2024 season, and now we'll tell you how.



Boost



GRANDVALIRA - Success Case

Strategies Implemented

Over a three-month period, we executed **17 actions** divided between the main page and the shopping assistant.

Each action was designed to address specific areas of friction or potential improvement, based on detailed insights gathered during the initial research. The key to our approach was **agility and the ability to continuously iterate**, adjusting and refining our tactics to find the most effective solutions.

Overall Results

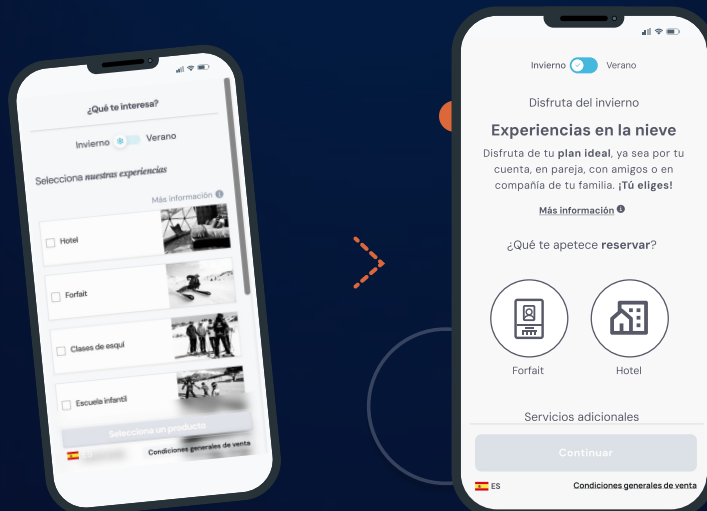
Of the 17 actions executed:

- **65%** were successful.
- **30%** had no significant results.
- **5%** were failures.

Top Returning Strategies

OPT007.1 - Redesign of the Mobile Assistant Home Page (v2 Iteration):

- **Action:** We adapted the design to a more mobile-friendlier format and included accompanying copy.
- **Result:** A **16.39%** increase in conversion rate, generating **145 additional sales** per month.



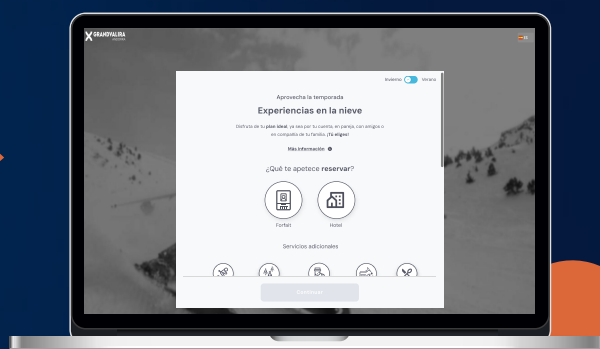
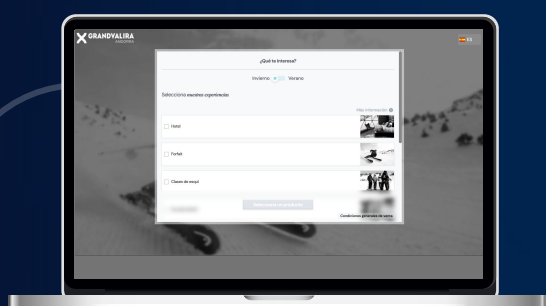
Boost



GRANDVALIRA - Success Case

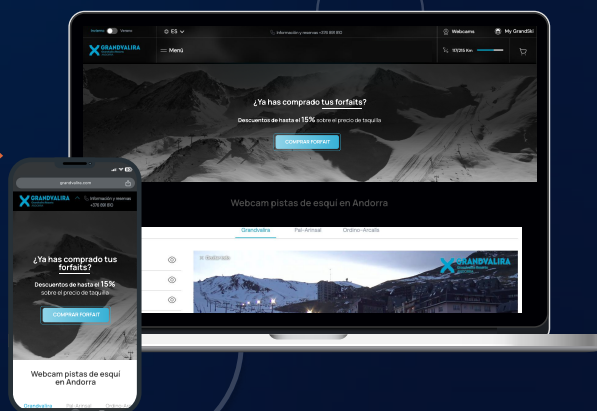
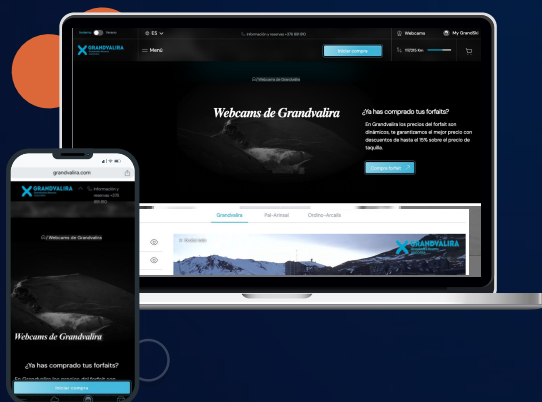
OPT007 - Redesign of the Desktop Assistant Home Page:

- **Action:** We implemented a usability-focused design that did not require images and prioritized the most popular products.
- **Result:** An **11.37%** increase in conversion rate, generating **32 additional sales** per month.



OPT017 - Improvement of the Webcam Page:

- **Action:** We enhanced the distribution of CTAs, structure, and copy on the webcam page.
- **Result:** A **51.32%** increase in conversion rate, generating **124 additional sales** per month.



Boost



GRANDVALIRA - Success Case

Conclusions and Learnings

The project with Grandvalira provided invaluable lessons for future optimizations:

- **Clear and focused redesigns:** Clean design and clarity in copy are essential for improving interaction and conversion.
- **Constant iteration:** Even actions that initially show no impact can be refined to achieve better results.
- **No success without trial and error:** Not all strategies will work, but each test provides useful data to fine-tune future implementations.

At Boost, we firmly believe that success in conversion optimization lies in the ability to iterate quickly and consistently. Every project is an opportunity to learn and improve, and our work with Grandvalira is a testament to that. With a total **revenue increase of + 276,000 € during the 2023/2024 season**, the success of our project with Grandvalira reaffirms our approach and how we do things.

If you also want to boost the results of your digital business, Boost is your strategic ally. Contact us for a consultation and see how we can help you.