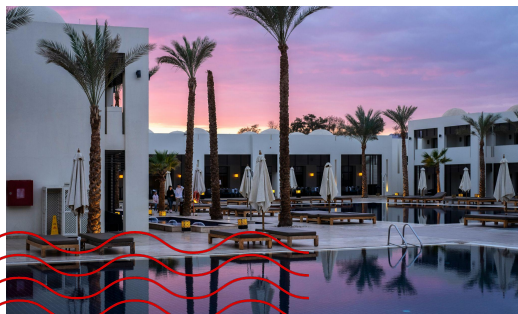




TRKKN Delivers Holistic Data and AI-Driven Conversion Optimization Across Brand's Digital Journey



TRKKN for an international travel & hospitality company
www.trkkn.com



The Challenge

An internationally operating travel and hospitality company aimed to improve conversion performance across core digital touchpoints, including the homepage, offer pages, product detail pages, and the booking flow. While traffic volumes were solid, brand awareness outside the Spanish market was low, particularly in some parts of Europe, Great Britain, and Mexico. Conversion performance varied greatly across devices and markets, indicating untapped optimization potential.

Approach and Tactics

TRKKN's Conversion Optimization team conducted a focused Digital Experience analysis combining quantitative analytics with qualitative UX evaluation. User behaviour, engagement patterns, and drop-off points were analyzed across devices and markets. This revealed critical "volume-to-value disconnects", where high user demand did not translate into conversions.

Based on these insights, the team developed clear, testable optimization hypotheses addressing usability friction, decision complexity, and differentiation challenges. AI-based approaches supported the aggregation and scoring logic, while the concept was brought to life through code-driven, fully interactive Figma prototypes used as a proof-of-concept. Each hypothesis was linked to defined KPIs and scoped by device and journey stage.

One prioritized concept explored the introduction of a Sustainability Score directly on offer cards, helping users compare travel options not only by price and location, but also by environmental impact.

Service Model

TRKKN implemented a modular Conversion Optimization package, combining data and UX audits with structured A/B test concepts and selectively applied AI use cases. This enabled a clear distinction between short-term conversion gains and mid-term Digital Experience improvements, while allowing early validation of innovative ideas before full implementation.

Deliverables

TRKKN delivered a prioritized set of optimization opportunities supported by hypotheses, KPI frameworks, visual UX concepts, and interactive proof-of-concept prototypes. These outputs enabled efficient implementation and informed decision-making across marketing, product, and development teams.

5

specific AI-powered innovative solutions

+12%

predicted increase in conversions through gamified features

14

ready-to-deploy A/B test concepts

+15-25%

predicted increase in checkout completion