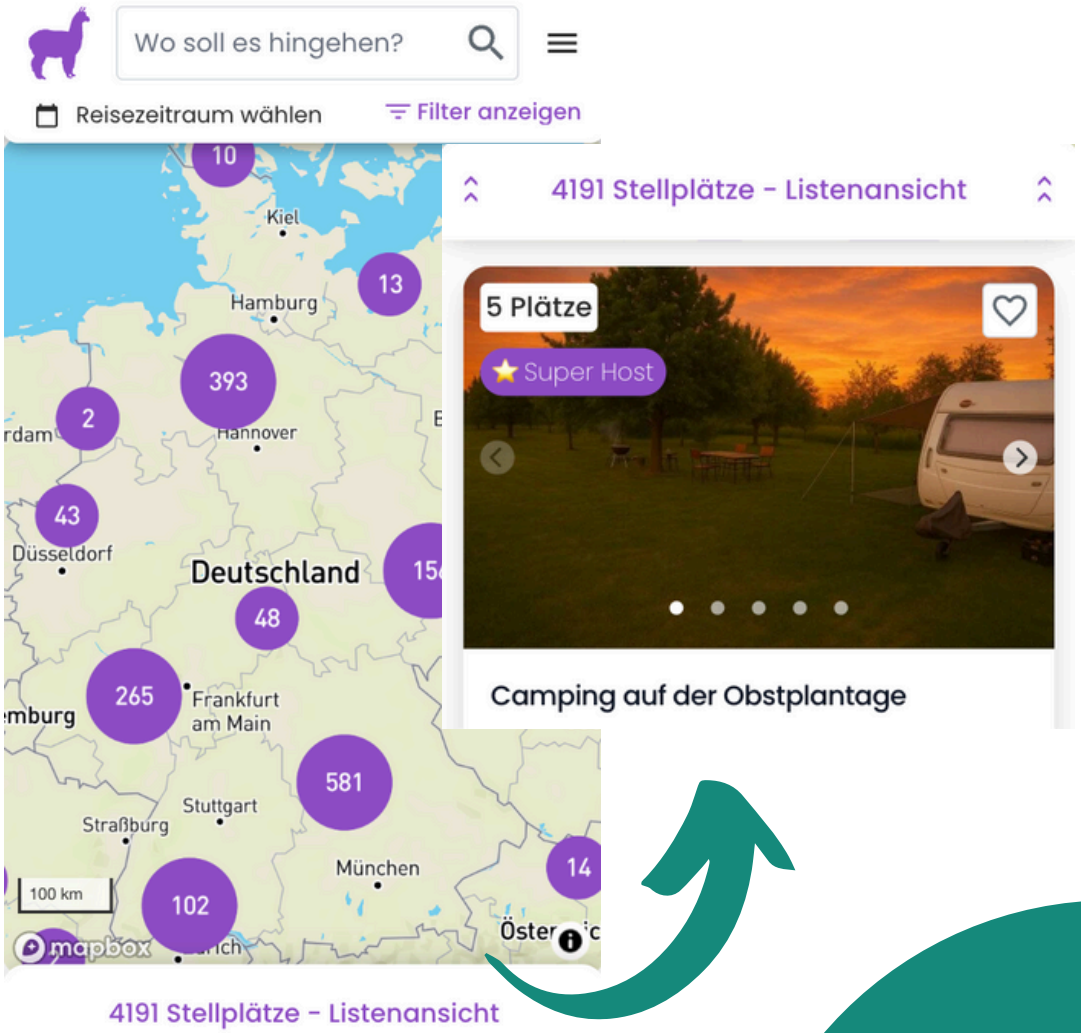
ALPACA CAMPING // VARIFY.IO®



+57%
ARPU

Increasing Booking Intent with Previewed Pitches in List View

alpacacamping.de

TABLE OF CONTENTS

Case Study - alpacacamping.de

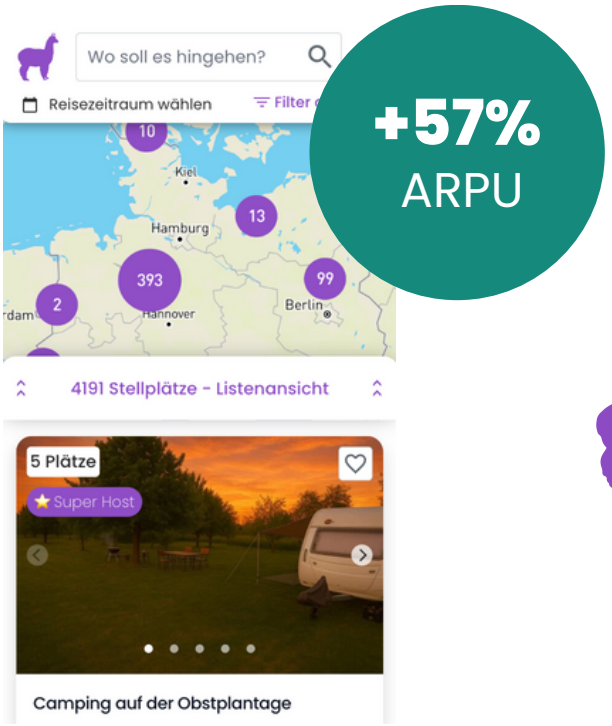
Your Case Study title

AlpacaCamping is a German-based **online platform** that connects travelers with unique, **privately owned RV and camping pitches** across Europe. By offering flexible booking options, real-time availability, and carefully curated locations, AlpacaCamping provides an alternative to traditional campgrounds. The company has grown into one of the leading marketplaces for individual campsite experiences, catering especially to campervan owners seeking authentic and personalized stays in nature.

Initial situation

The **search page** represents the highest-traffic area on AlpacaCamping and serves as the main entry point into individual pitch pages. By default, users first land on a map and need to actively open the list view to see available pitches. The test aimed to simplify the experience by displaying both the map and a preloaded list of relevant pitches matching the user's search query.

Performance results are shown in relative terms to ensure confidentiality.



+57%
ARPU

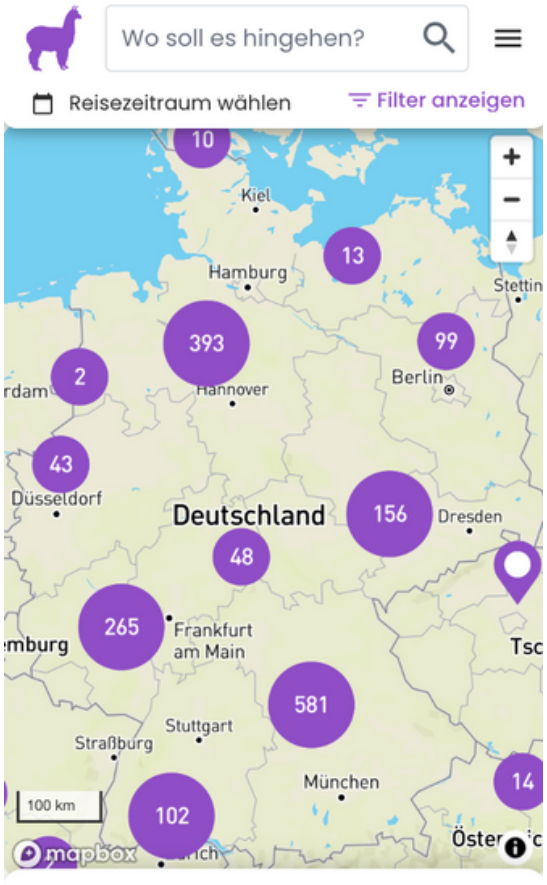
Test results

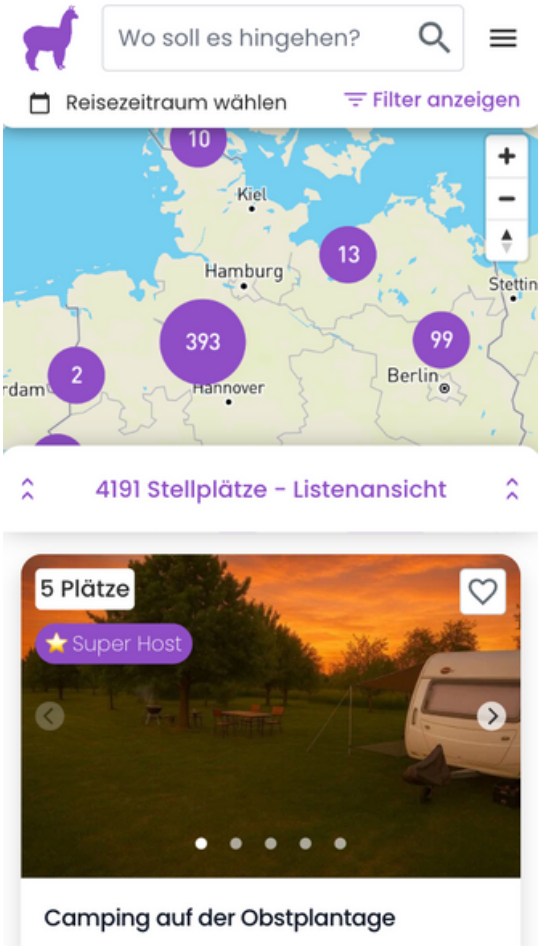
#1 A/B Test - Search preview (Test period - 16 days)

Hypothesis

If users are shown a list of relevant pitches immediately upon entering the search page,
then booking intent will increase,
because early visual previews activate the preview effect, fostering psychological ownership and emotional engagement at the start of the decision process.

Original	Variation
	+33% CR
	+21% begin_checkout





Test setup

The primary goal of the experiment was to **increase conversion rates** by enhancing the initial search experience. By reducing friction and allowing users to instantly view relevant pitches, the test aimed to improve booking efficiency and foster deeper user engagement.
This objective directly aligns with AlpacaCamping's broader performance metric: optimizing the user journey to maximize booking intent.

Hypothesis Development

If users see available pitches immediately upon entering the search page, booking intent will increase.
This is based on the preview effect: early visual exposure to concrete options creates psychological ownership and activates desire — especially relevant in emotionally driven contexts like vacation planning.

Segmentation and Target Audience

The test was limited to **mobile users** visiting the search page across all vacation regions on AlpacaCamping. Given the strategic importance of this entry point, strict monitoring was applied throughout the experiment. Both new and returning users were included to reflect the full user base and ensure generalizable insights.

Test Duration and Traffic Allocation

The experiment ran for **16 days**, until statistical significance was reached. Traffic was evenly split between control and variation **(50/50)** to ensure reliable comparative data. A consistent allocation method ensured that users stayed in their assigned variant throughout the test duration.

Technical Implementation

The experiment was implemented using **Varify**, chosen for its affordable and scalable pricing model – a key consideration for businesses with strong seasonal traffic fluctuations like AlpacaCamping.

Integration with Existing Systems

The integration process was smooth and efficient, thanks to close collaboration with Varify's support team. Direct communication channels and a hands-on onboarding experience enabled a fast and accurate setup.

Variation Creation and Deployment

Due to dynamic content elements on the search page, the test was implemented via **custom JavaScript**, using Varify's helper functions. This approach ensured greater stability and precision compared to a no-code setup.
The visual editor was intentionally avoided in this case to minimize rendering risks and maintain full control over the DOM.

Monitoring and Data Collection

All experiment data was collected in **GA4** and analyzed directly via the Varify dashboard. This setup allowed for immediate result visualization without additional configuration, while still enabling deep dives into user data if needed (through GA4).

Conclusion

The test reached **97.7% significance** (frequentist method) and confirmed the hypothesis: showing pitch previews directly on the search page increased booking intent.

92,537 users were part of the experiment, with **803 unique purchases** recorded. The variation outperformed the control in all key metrics related to engagement and conversion. As a result, it was rolled out to 100% of mobile users and later implemented directly into the live code.

Key Learnings and Insights

Visual previews are crucial for driving intent - users respond more strongly to property visuals and details than to the map itself. This aligns with learned behavior from other booking platforms.

An additional learning: the icons made the list view feel more interactive, likely solving a discoverability issue in the previous setup.
Interestingly, users cared less about the exact location and more about **the look and features of the pitch** - highlighting the emotional nature of the decision-making process.

Final Takeaways

The experiment uncovered one of the most impactful entry points in the booking journey. It emphasized the importance of reducing friction and surfacing relevant content early - not just technically, but emotionally.
As a result, the team prioritized further experimentation around the preview page, filters, and visual cues.

This test delivered lasting value by validating a simple UX shift with measurable impact - and unlocked a high-leverage area for continued optimization.