

## CLIENT STORY

NATIONAL PASSENGER RAIL OPERATOR

# Creating Positive Experiences in Passenger Transit to Drive Profits

## SOLUTIONS DEPLOYED

- Comprehensive Digital Experience Analysis
- Digital Experience Optimization and Testing
- SEO Strategy and Implementation



**+13%**

Lift in Booking Rate



**+13%**

Increase in Revenue per Visit



**\$1.4M**

Projected Increase in Long-Term Revenues

## Client Need

A national railroad company was looking for ways to improve the digital experience for its customers, from acquisition to on-site engagement. They knew that their current digital experience, which required separate websites for mobile and desktop/tablet users, was negatively impacting their results – but they struggled to pinpoint the precise cause of this impact and to achieve buy-in from key internal teams.

## BlastX Consulting Solution

The organization called on BlastX Consulting to help them analyze on-site and acquisition performance and, ultimately, to help drive strategy and execution for their digital experience optimization efforts. Our tailored solution included:

- **Uncovering the SEO missteps** that were leading desktop users into a suboptimal customer journey, ultimately impacting bookings and revenue
- **Running A/B tests on Adobe Target** to validate findings, test potential solutions, and account for unexpected negative impacts
- **Showcasing test results** to drive internal buy-in and project prioritization

One test variation alone led to a 13% lift in booking rate and a 13% increase in revenue per visit, leading to a projected long-term revenue increase of \$1.4M. Armed with this encouraging data, the organization was ultimately able to prioritize and move forward with creating a responsive website for its users.

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