

Case Study

How Ensana Hotels increased conversions by 30% through strategic direct channel optimization





About Ensana Hotels

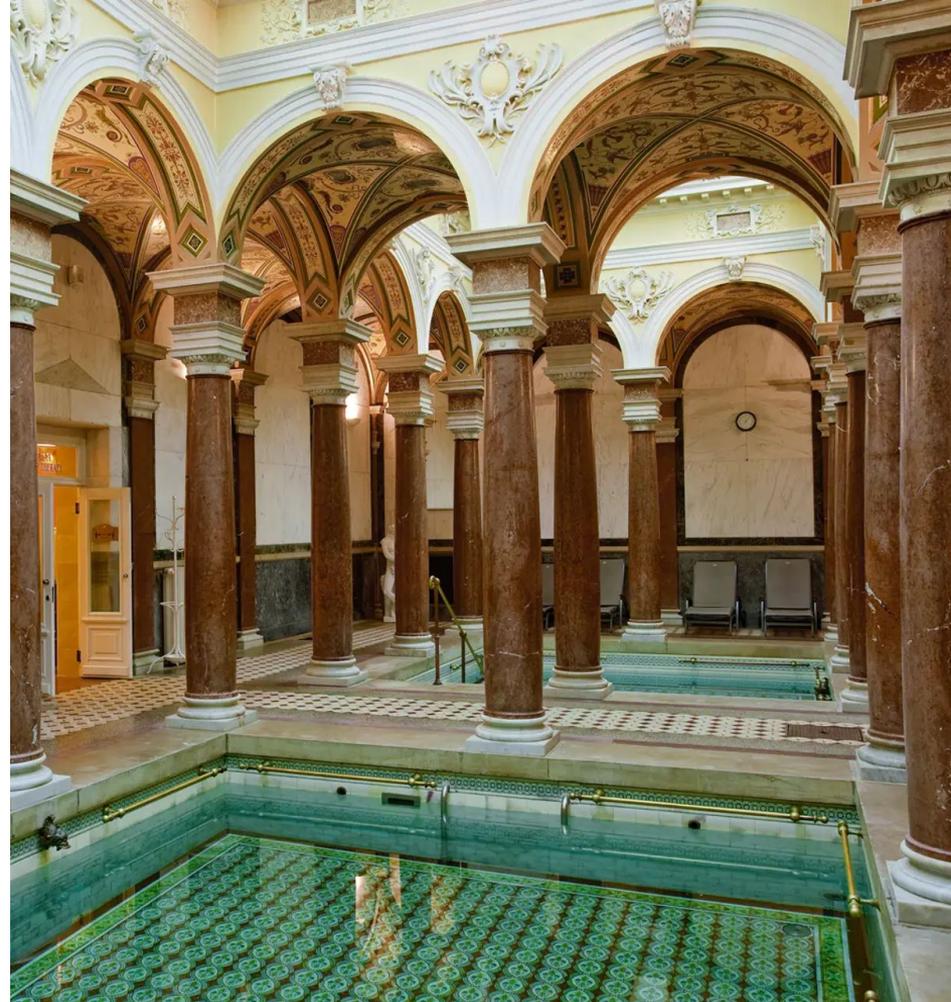
Ensana Hotels is a leader in Europe's wellness hospitality sector, combining natural healing traditions with modern comfort. Located in renowned spa destinations near mineral springs and thermal waters, each property draws on long-valued therapeutic resources.

What distinguishes Ensana is its science-based approach to wellness. Through expert medical guidance, personalized programs, and contemporary spa facilities, the brand delivers results-driven experiences focused on rejuvenation, recovery, and prevention, helping guests restore balance to body and mind.

The Partnership with THN

Through its partnership with The Hotels Network (THN), Ensana Hotels enhanced its direct booking strategy by leveraging personalization and conversion optimization tools.

By delivering messages tailored to each visitor's behavior and intent, Ensana improved engagement, reduced abandonment, and increased direct bookings.

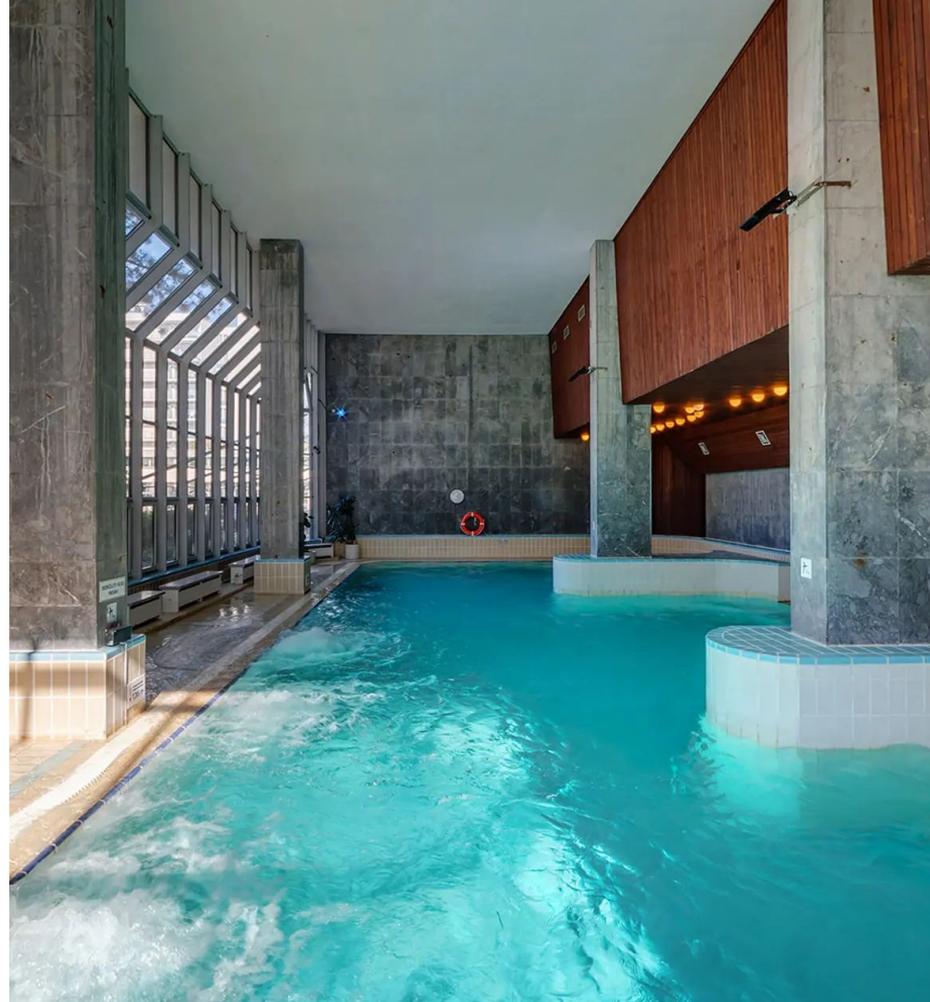


The Strategy

The approach focused on optimizing the full booking journey through a structured, data-driven process.

It started with an A/B test that included funnel optimization: first increasing traffic from the homepage to the booking engine using trust-driven messaging, then improving booking completion with targeted interventions to reduce drop-offs.

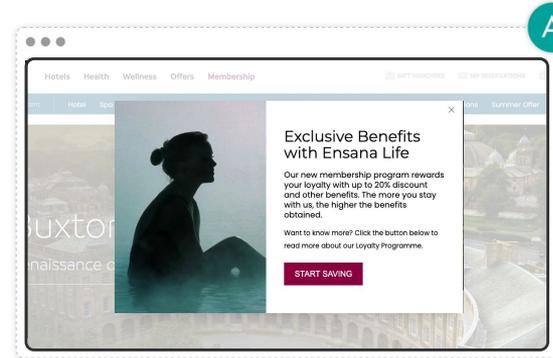
Continuous testing and analysis ensured ongoing performance improvements and a seamless path to booking.



Trial Phase: A/B Test

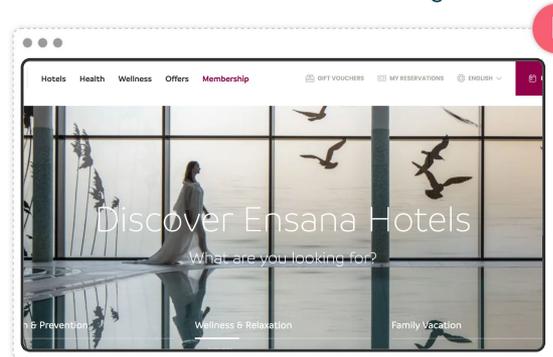
To accurately measure the impact of THN's Personalization platform, Ensana Hotels implemented a structured A/B testing methodology. Website traffic was split evenly into two groups: Group A (test group), which was exposed to THN's on-site messages and engagement tools, and Group B (control group), which experienced the standard website without any THN interventions.

This setup, over the course of ten weeks, allowed for a direct comparison of booking behavior and conversion rates between the two segments. By isolating the influence of THN's features, Ensana was able to determine the incremental uplift in conversions and revenue, ensuring the results were both data-driven and statistically reliable.



Test Group

50% Traffic saw THN Tools & Messages

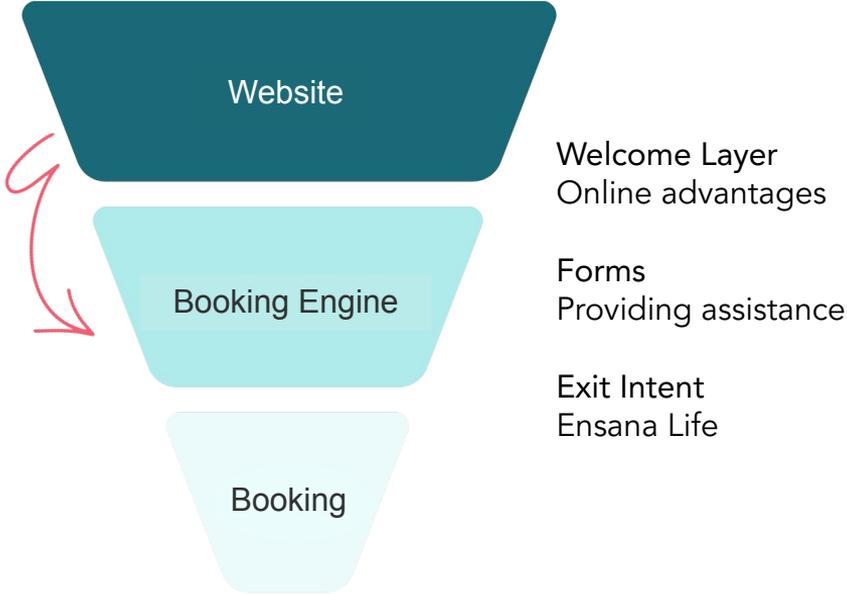


Control Group

50% **did not** see THN Tools & Messages

The Setup

Funnel Optimization: Step 1



Welcome to Ensana Hotels

Here's why booking on our direct website is always better:

- Personalised Service
- Best price guarantee
- Flexible cancellation available
- Up to 20% Discount for direct bookings
- Unique Packages and Special Offers, only available here

PLAN STAY

Exclusive Benefits with Ensana Life

Our new membership program rewards your loyalty with up to 20% discount and other benefits. The more you stay with us, the higher the benefits obtained.

Want to know more? Click the button below to read more about our Loyalty Programme.

START SAVING

Get in touch with us

Our team would love to help find the ideal package for your stay.

Your name

Your email

Check-in date

Check-Out date

Your comments

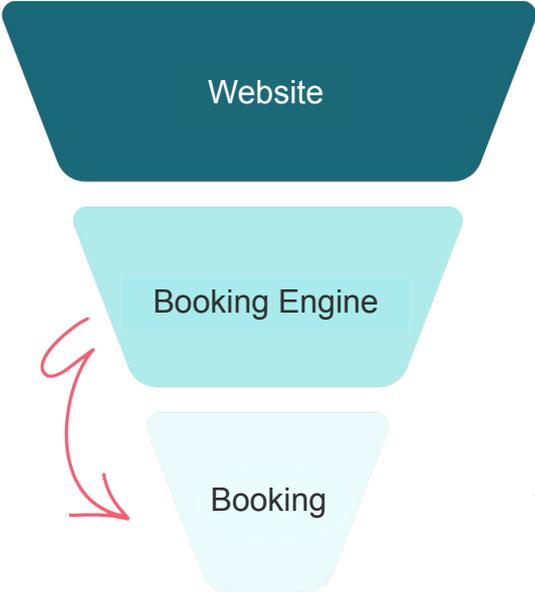
[Privacy & Cookie Policy](#)

SUBMIT

Optimizing Website to Booking Engine Conversion



The Setup Funnel Optimization: Step 2



Conversion tool
Real-time price comparison
Social proof with reviews

Smart Notes
Best packages based on
audience targeting

Exit Intent
Assistance & Saved Search

Compare Prices

Book Direct £153

- + Save up to 20%
- + Wellness Access
- + Accessible Accommodation
- +1 perk

Hotels.com	£172
Expedia	£172
Booking	£220

Learn more >

E-mail this search

Guests love our *Healthy in Piestany* Package! Book yours and keep healthy with Ensana.

Need further assistance?

We would love to ensure you can make the best of your stay at Ensana Hotels. Please click the button below for further assistance or a non-binding enquiry.

Receive assistance

Need more time to book? £30.00 GBP

Send this search to your email and book with ease whenever you are ready

Privacy & Cookie Policy

Save my Search

Optimizing Booking Engine to Booking Conversion

4.4/5 Excellent
TOP 2 of Hotels in Buxton

Based on 1448 reviews [Read more](#)

Google 4.4/5

TripAdvisor 4.5/5

Booking.com 8.7/10

Expedia 4.4/5



Trial Results

During the initial trial, Ensana Hotels saw a significant uplift in direct channel performance including improved conversion, stronger progression of users into the booking engine, and increased incremental revenue.

+30%
Conversion uplift

260+
Leads captured

50,000€ +
Revenue from Saved Search

550+
Users retained



From Trial to Roll-Out

Following the successful trial, the team continued to optimize performance through additional campaigns, driving further improvements across the booking journey.

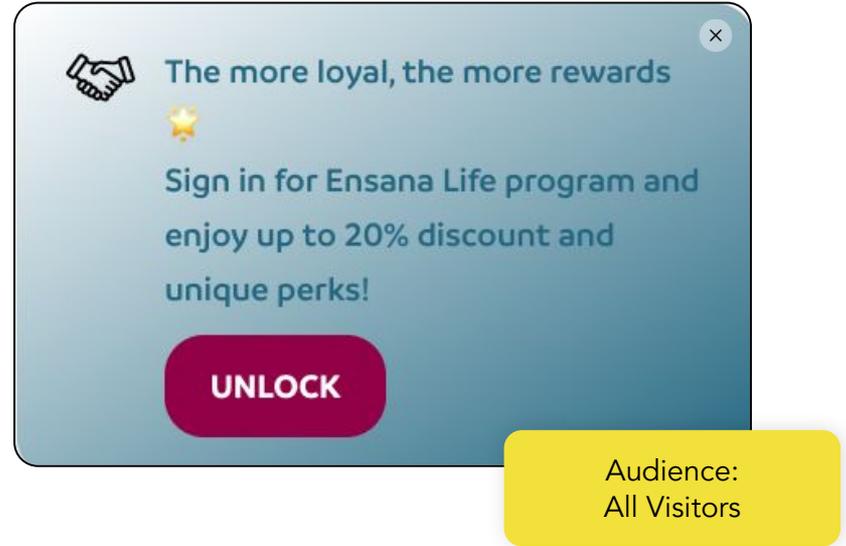
Examples of these campaigns are showcased in the following slides, including AI-powered initiatives leveraging predictive algorithms.



Ensana Life Sign In: Loyalty Program Campaign

The Ensana Life Sign In campaign aimed to promote membership to Ensana's loyalty program by encouraging website visitors to register directly through the booking flow. Active across all properties, it displayed a message inviting users to join Ensana Life and enjoy exclusive member benefits.

By positioning loyalty as part of the booking experience, it helped strengthen guest retention and long-term brand engagement.

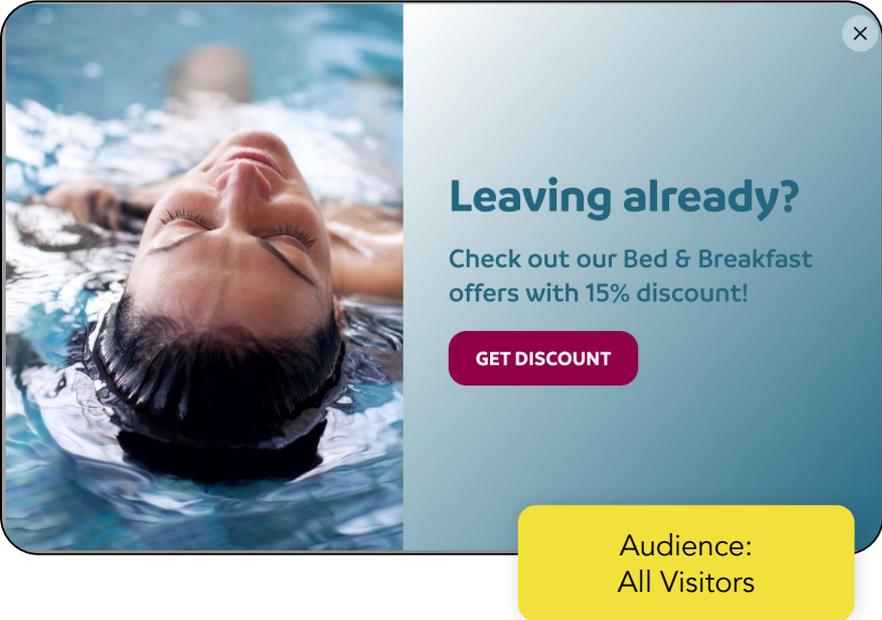


Exit Message: Reducing website abandonment

The Exit Message campaign was designed to prevent potential guests from abandoning the website at critical points in their journey. When users showed intent to leave, a Layer appeared, offering reassurance or incentives to complete the reservation.

Results show a clear uplift in conversion. While overall website conversion is 5.1%, users who engage with the Exit Message convert at 10.1%, nearly 2x higher.

This demonstrates how real-time engagement recovers leaving users and drives incremental direct bookings.



5.1%
Overall booking engine conversion

10.1%
Post-click conversion (users who engaged)

Buxton Summer Offer: Seasonal Promotion

Targeting first-time visitors, the campaign showcased a time-limited seasonal promotion to drive immediate conversions. This campaign encouraged users to take advantage of a 20% discount for summer stays.

This type of visually strong, time-sensitive offer is designed to attract new guests and create a sense of urgency to book directly through Ensana's website.



Audience:
First time Visitors

Saved Search: Bring Back Past Visitors

The Saved Search feature helped re-engage visitors who left the website before booking. It allowed users to save their stay details via email and return later to complete their reservation.

By connecting user intent data with remarketing opportunities, the campaign successfully bridged the gap between interest and conversion, turning potential drop-offs into completed bookings while enriching Ensana's CRM database.

Haven't made up your mind yet?

Don't you worry! Save this search result to your email and complete your booking later!

Email

[Privacy & Cookie Policy](#) (Optional)

Save my search

Audience: All Visitors

Compare Prices

Book Direct 114€

- + Save up to 20%
- + Wellness Access
- + Accessible Accommodation
- +1 perk

Hotels.com	122€
Expedia	122€
Booking.com	128€

[Learn more >](#)

E-mail this search

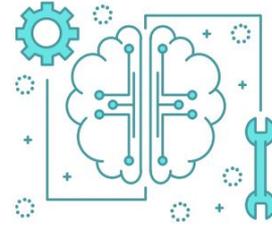
Predictive Personalization: How It Works

As part of their direct channel optimization efforts, Ensana Hotels tested Predictive Personalization on its website, leveraging AI to boost conversions. This solution follows a two-step process combining a predictive algorithm with website campaigns managed by THN's experts.

1. First, an AI-powered algorithm assigns each user a real-time value score based on their likelihood to book and other behaviors.
2. It then personalizes the user experience by automatically delivering the most relevant offers and based on that score.

With Predictive Personalization, hotels can adapt their commercial strategy in real time, creating value-targeted campaigns to increase direct bookings while reducing promotional costs.

1



2



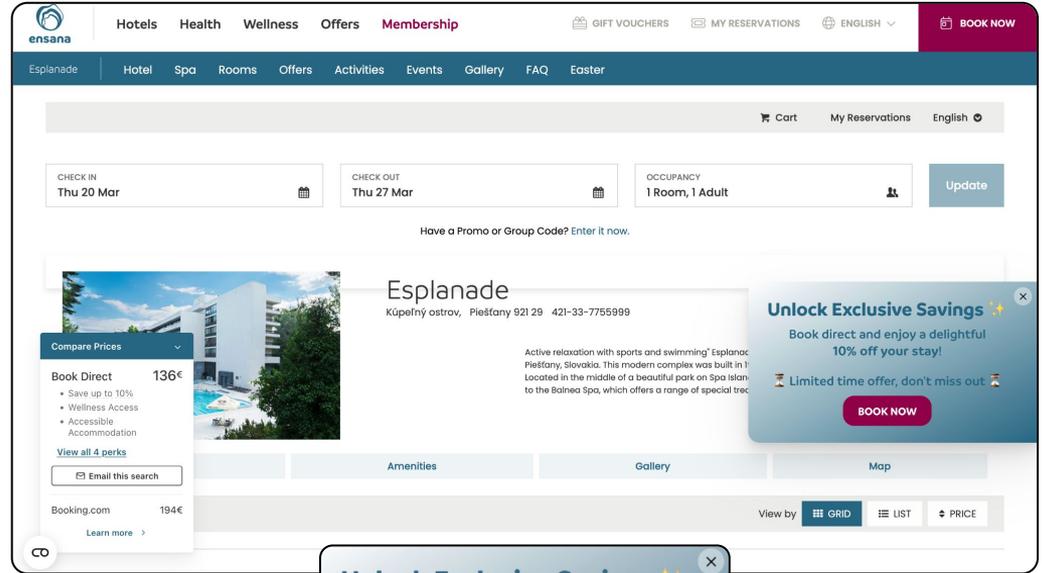
Predictive Personalization: Targeting Low-intent Visitors

During the test, half of the low-intent visitors saw the campaign and converted 24% more than the control group. The message successfully targeted users with lower intention to book, increasing conversion within this typically harder-to-convert segment.

Notably, 88% of bookings influenced by the campaign were completed without using the promo code, generating incremental direct revenue without having to discount rates.

24%
Conversion uplift among
low-intent visitors

€52,067
In promotional savings



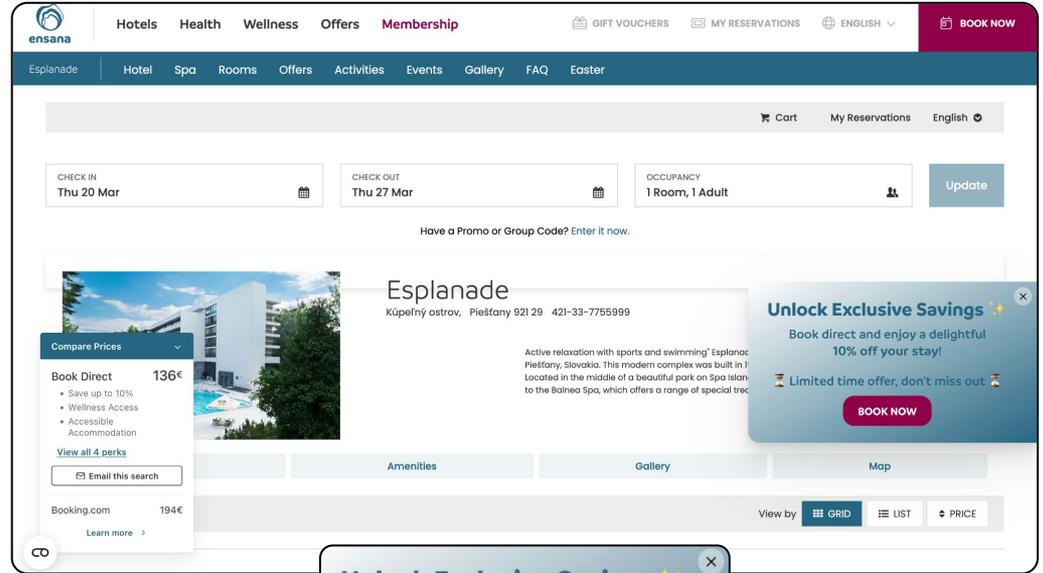
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Predictive Personalization Trial Results

Ensana Hotels using Predictive Personalization tools were compared to those not leveraging the AI technology on their websites. The comparison demonstrates a significant uplift in direct channel performance, highlighting the impact of machine learning in driving direct bookings and maximizing revenue opportunities.

+41.7%
Overall conversion lift

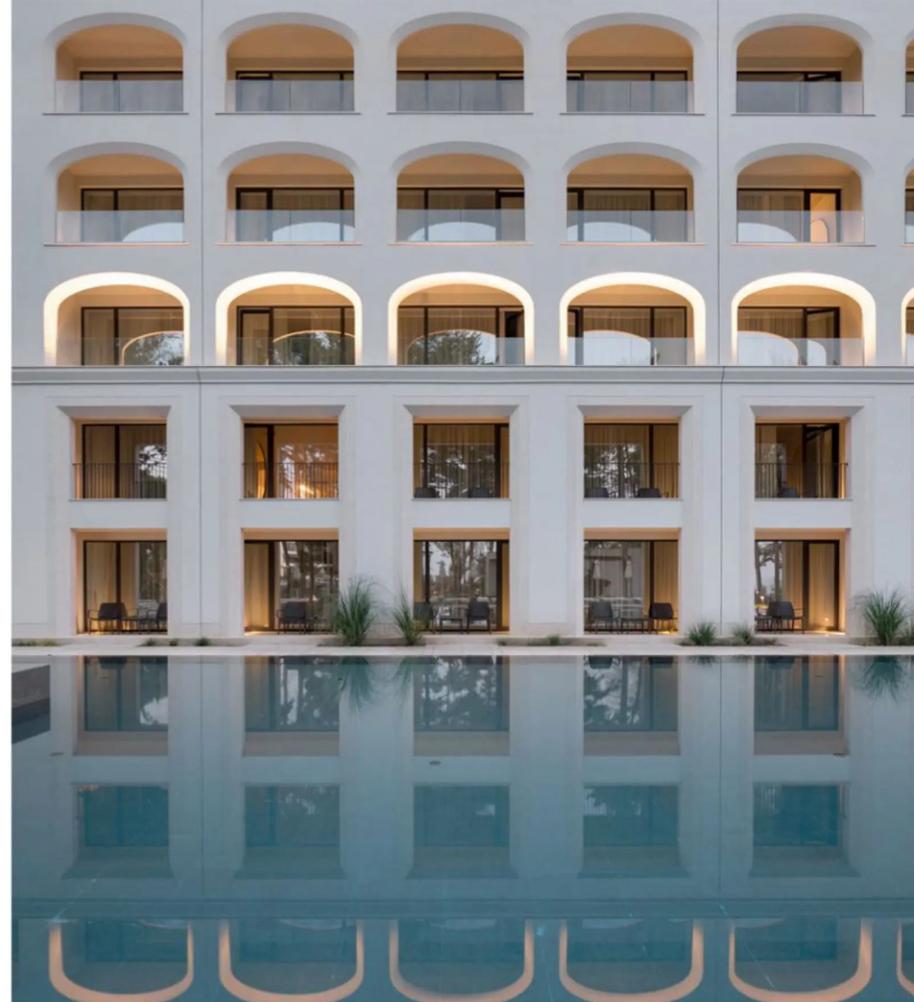
+19.6%
BE conversion lift

+54.9%
Total bookings increase

Moving forward

Following the strong performance achieved through THN's personalization platform and AI-driven technology, Ensana Hotels continues to scale its direct channel strategy.

Building on these results, the group expanded the use of THN's solutions across 20 properties, leveraging data-driven insights and predictive personalization to further enhance guest engagement, reduce abandonment and drive direct bookings.





Working with The Hotels Network has really helped improve our direct channel performance. The initial test showed strong results, so expanding the partnership was an easy decision. Their data-driven approach and use of AI have helped us better engage users and drive more direct bookings.

Lukas Bek

Group Director of Digital Marketing
Ensana Hotels



About The Hotels Network

The Hotels Network, a Lighthouse company, is an AI-first technology company working with over 20,000 hotels to power their direct channel through a full-stack growth platform. With a team of experts in hospitality, product design, and digital marketing, the company helps hotel brands attract, engage, and convert guests through data-driven tools and personalization.

Its platform combines price comparison, review summaries, benchmarking, and a suite of personalization capabilities that tailor messaging and offers in real time. This includes Predictive Personalization, powered by an AI-driven algorithm that anticipates user behavior, and BenchDirect, providing unique competitive insights for the direct channel. Recent innovations also include KITT, an AI-powered Front Desk Agent, and Connect AI, enabling hotels to be discovered and booked in ChatGPT and other AI-driven search experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the fourth year in a row, most recently named the [Best Direct Booking Tool for 2026](#) in the prestigious HotelTechAwards.





www.thehotelsnetwork.com

Growth for your direct channel

Headquarters in Barcelona with a team around the world

Athens · Austin · Bangkok · Barcelona · Colombo · Frankfurt · Hong Kong · Istanbul
Mexico City · Miami · New York · Paris · San Francisco · Singapore · Vancouver