E-book

TRAVEL ESSENTIALS KIT:

10 OPTIMIZATION IDEAS FOR TRAVEL AND HOSPITALITY BRANDS

Introduction

Consumer expectations on travelling have changed tremendously over the past few years.

Do your users spend some time on your site, poking around for flight or accommodation deals, only to abandon the session altogether? You're not alone.

While business in this industry is usually booming, it's well-known that it's also a tricky activity to conduct online. From friction-filled checkout processes to complex personalization segments, you have to put your head in the game if you want to convert your prospects.

Think of everything you're doing to drive traffic to your site: Are you willing to let all those potential conversions — and revenue — go uncollected? Even though there are many actions that are considered conversions (every time a user subscribes to your newsletter, submits a contact form, etc.), you should keep your eye on the Holy Grail of conversions: getting potential customers to make a purchase.

We know very well that this mission might seem daunting, but don't despair: Even the slightest improvements can make a huge difference.

Our clients know this to be true as well. Take a look at some of the best performing and most insightful travel/hospitality experiments that have been conducted.

We hope their test ideas will inspire you to run your own experimentation and personalization campaigns to boost your conversions.

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STATE OF TRAVEL

The travel experience begins long before a suitcase is packed. Consumers are researching, comparing, and evaluating options across multiple devices and channels — often overwhelmed by the sheer volume of choices. From the first spark of inspiration to the final booking confirmation, digital interactions shape every stage of the journey.

Our research reveals how travelers search, what drives them to book (or abandon) a trip, and what they expect from brands along the way. Whether it's browsing on mobile, prioritizing flexible policies, or seeking personalized recommendations, the modern traveler is clear on what they want — and quick to move on if they don't get it.

Let's dive in!

54%
of consumers start their search with Google/other search engines.

49%
of consumers start their search with aggregated travel sites.

Knowing their preferences
The #1 way consumers said brands can make their booking experience more personal.

High-quality reviews, cancellation policy, and good customer service.
Top factors consumers consider when booking online.

Inspiration

30%
cite booking elsewhere and too many checkout steps as reasons for abandoning a cart.

41%
are leaving their cart because they are not ready to book.

33%
are leaving their cart because their type of payment is not accepted.

Location, services/amenities and discounts.
Details consumers looks at that cause them to book.

Conversion

36%
of consumers said they have used AI to book travel or solve travel issues and found it helpful.

57%
of consumers said brands knowing who they are/their history makes a difference.

32%
of consumers said they haven't tried AI but want to.

7%
of consumers flat out said brands knowing who they are doesn't makes a difference.

Retention

41% of consumers said they browse mostly or always on mobile.

39% of consumers said they browse mostly or always on desktop.

41% of consumers said they mostly or always book on desktop.

38% of consumers said they mostly or always book on mobile.

18% of consumers said it's an even split between using mobile or desktop for buying.

17% of consumers said it's an even split between using mobile or desktop for browsing.

Browsing vs Booking: Device Wars

Continue reading to explore how global travel and hospitality brands are optimizing digital experiences where it matters most. From audience segmentation and geotargeting to personalization and UX testing, these companies are using experimentation to create smoother, smarter, and more relevant journeys for their customers.

CLUB MED EXPERIMENTS WITH PRICING STRATEGY FOR AN INTERNATIONAL AUDIENCE

Club Med

Club Med is a globally renowned hospitality and vacation resort companyspecializing in all-inclusive and immersive travel experiences for over 70 years. Originating in France, Club Med offers 65 award-winning resorts worldwide.

Challenge

In 2023, Club Med underwent a brand identity redesign to strengthen its status as a premium brand, emphasizing its core values of simplicity, indulgence, nature, luxury, and freedom. This redesign includes a new graphic charter, rounded visual elements in the logo, and a revamped brand platform.

Questions arose over how this change in brand identity would affect user experience and influence the perception of price. With a global audience, the team also wondered if reactions would vary from country to country.

In order to best meet the local expectations of its customers while maintaining a consistent global experience, Club Med set up a hybrid "glocal" CRO organization with the help of AB Tasty to identify best practices through experimentation.

Test Idea

Local test: Present the price according to cultural wording specific to the US market

To address the nuances between audiences in different countries a test was created targeting the US market to measure the impact of using localized terminology when describing prices.

A test was created replacing the original label of "standard" with "semi flex", a phrase more common in the US. The aim was to help visitors better understand and consider the offer, ultimately impacting conversion rates and progress through the buying funnel.

Using localized language was a success, with the clearer labels leading to a 7.5% increase in conversions.

Variation

Superior Included	Deluxe +$287 per night	Suite +$765 per night ◆ Exclusive Collection

Pick your flexibility:

○ Non-refundable rate - No cancellations -$573	⑦	✓ Lowest rate available ✓ No cancellations or modifications allowed	● Semi Flex ⑦ Included	✓ More flexibility: cancel for free up to 61 days* ✓ Only 25% deposit & pay over time with no interest

Original

République Dominicaine
Michès Playa Esmeralda

| 📅 04 mai - 18 mai (14 nuits) ✕ | 🧑 2 adultes ✕ | ✈ Sans transport ⚪ | **Choisir mon hébergement** |

~~6520 €~~
5224 €
prix total indicatif

⛵ Inclus dans votre séjour ⌄

Variation

République Dominicaine
Michès Playa Esmeralda

| 📅 04 mai - 18 mai (14 nuits) ✕ | 🧑 2 adultes ✕ | ✈ Sans transport ⚪ | **Choisir mon hébergement** |

⛵ Inclus dans votre séjour ⌄

International test: Hide or show prices in the USA and France

In this test, the goal was to find the best point of the customer journey to display a price while also optimizing price perception through offers.

An A/B test was created where the price was hidden when a visitor first landed on the page to encourage discovery of holiday offers. Engagement on the page and continuation through the conversion funnel were key metrics for measuring success.

The team's hypothesis was correct. The winning variation with hidden pricing saw a 3.6% decrease in bounce rate and a 2.4% increase in conversions.

Takeaways

The hybrid "glocal" approach to CRO allows Club Med to maintain a consistent brand experience worldwide while also finding ways to tailor to specific needs of their audiences in different markets.

The Data & CRO team, with its CRO expertise, works hand in hand with the local Business Units, which report on local business realities. The global team also acts as a link between the various entities involved in the CRO process (UX, POs...). The idea is to guarantee the relevance of insights, both locally and globally.
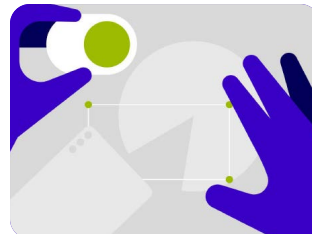
This continuous process of learning and refinement is at the core of Club Med's approach to further enhancing the customer experience.

Conversions on the local test

+7.5%

Bounce rate on the international test

-3.6%

Conversions on the international test

+2.4%

PAN PACIFIC HOTELS GROUP UPLIFTS REVENUE WITH PERSONALIZATION

Founded in 1975 and headquartered in Singapore, The Pan Pacific Hotels Group operates over 20 luxury hotels, resorts, and serviced suites across Asia, North America, Oceania, and Europe. The hospitality giant has stepped foot into the world of personalization, and AB Tasty is their platform of choice.

Challenge

Moving beyond the COVID-19 pandemic, hospitality brands like Pan Pacific Hotels Group are hungry to gain back lost revenue. Working with AB Tasty, they decided to level up their customer experience (CX) with segmentation as a way to stand out from the competition.

Test Idea

The team was interested in uplifting overall bookings from couples and families. They theorized that creating a consistent end-to-end experience for these two audience groups would boost revenue.

Two audience profile segments – families and couples – were created from multiple data sources in a customer data platform and shared with the front-end marketing tools.

Using this audience data, a personalized digital experience was generated. Website visitors were directed to custom landing pages which featured banners and offers tailored for their segment.

Results

The results were impressive. The team saw a 35% uplift in visitor bookings and a 32% increase in searches.

Overall, visitors who saw a personalized experience for couples or familes were 21% and 31% more likely to revisit the site, respectively, compared to the control group.
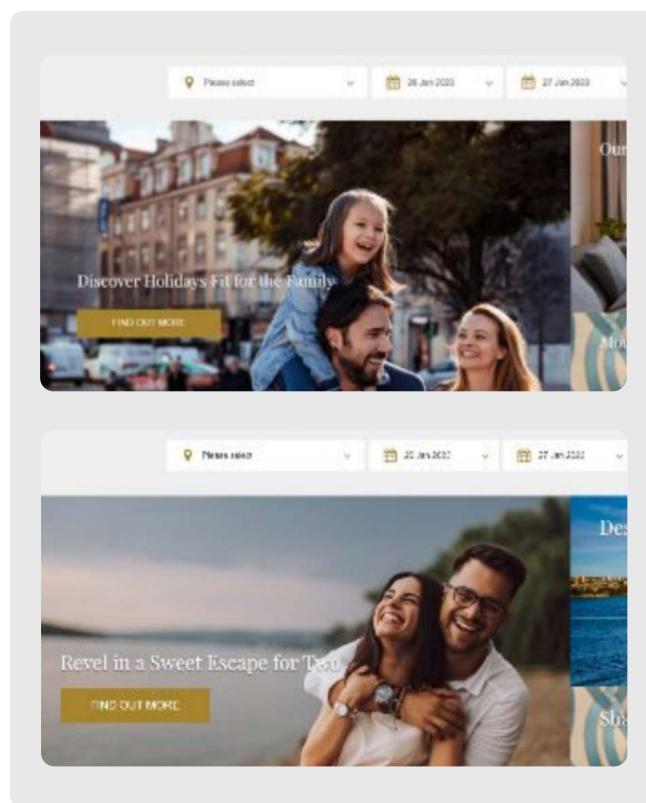
Visitor bookings	Overall search rate
+35%	**+32%**

SNCF CONNECT & TECH IMPROVES PERFORMANCE WITH EXPERIMENTATION STRATEGY

SNCF CONNECT & TECH

With the launch of SNCF Connect, an all-in-one digital service for buying rail passes and tickets across Europe, SNCF Connect & Tech undertook a major transformation. Discover the role that experimentation played in this evolution.

Challenge

For nearly a decade, SNCF Connect & Tech and AB Tasty have been collaborating to enhance the customer experience for web and app users.

In that time, their CRO skills have developed significantly, exemplified by their adoption of AB Tasty's Feature Experimentation solution as part of their experimentation strategy.

When SNCF Connect & Tech launched their platform, SNCF Connect, it was projected to receive over 3 million daily visits and facilitate the sale of more than 190 million tickets. To put that in perspective, it's like filling Stade de France 6.5 times every day!

CRO played a pivotal role, not only in shaping the MVP (Minimum Viable Product) of the product but also in its post-launch follow-up. SNCF once again turned to their optimization partner, AB Tasty, to help set their strategy.

Implementation

During the post-launch phase, 63% of winning tests were integrated. For instance, it was observed that 20% of application users, after reaching the quote page with their search results,

returned to the home page to make modifications. This insight led to the decision to incorporate a search modification component within the app.

Additionally, 75% of the insights from A/B tests were applied in the development of the MVP. This encompassed aspects such as managing geolocation consents, refining pricing options, and optimizing the commercial card renewal process.

A total of 40 post-launch analyses were conducted to gauge the product's effectiveness and validate working hypotheses. Furthermore, the test-and-learn approach was reinvigorated within the organization, facilitated by AB Tasty's Web and Feature Experimentation tools, which were essential for optimizing the roadmap.

Organization

At SNCF Connect & Tech, the Customer Experience (CX) department is a key player in the project life cycle, where various types of expertise and actions are pertinent at different stages.

Beyond their CX expertise, conversion optimization plays a key role across all phases of project development from discovery and delivery to execution. In the discovery phase, it helps ensure that research and scoping efforts are aligned to drive users further down the funnel. During delivery, it supports and validates design decisions through in-depth analysis and A/B testing. And toward the end of a project, it focuses on evaluating the impact of implemented changes and uncovering new opportunities to improve conversion.

At SNCF Connect & Tech, the culture of

experimentation is instilled across all teams. Operating in a cross-functional mode, the product is organized thematically, with dedicated teams responsible for the development of associated functionalities.

Takeaway

Centralizing A/B Test control empowers the CRO team at SNCF Connect & Tech but poses challenges like ownership disputes and potential impacts on product quality.

To address these concerns, the organization transitioned to a "decentralized" model. In this approach, functional and technical experts execute the tests, while the CRO team ensures they are well-defined and focuses on high-impact tests. This shift also emphasizes enhanced collaboration between business and tech teams through established operational procedures for A/B Test development and monitoring.

AB Tasty plays a crucial role in supporting this transformation by sharing technical expertise, offering training, and providing documentation. Clear communication at all levels within the organization, including the management committee, is vital for the success of this data-driven optimization strategy.

Winning tests integrated	Post-launch analyses conducted
+63%	**40**
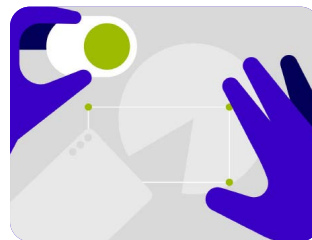
	A/B test insights implemented
	75%

BEST WESTERN HOTELS & RESORTS INCREASES ENGAGEMENT WITH LOYALTY

BW | **Best Western.**
Hotels & Resorts

The American-headquartered hotel chain has been a leader in the hospitality industry for more than 70 years, with a global network of 4,200 hotels in more than 100 countries and territories.

Challenge

For global hotel brands like Best Western, customer loyalty is paramount. One of the ways to foster this kind of engagement with their clients is by nurturing an online membership community.

For example, as a Best Western Rewards member, customers can benefit from discounts and other perks, like free stays, complimentary breakfasts and upgrades.

The digital team at Best Western France was looking for a way to encourage visitors to become members, use their accounts and take advantage of one of their discounts, which was applicable to visits of two nights or longer.

Test Idea

The team had a hypothesis: Online visitors would be more likely to join the Best Western Rewards program if they were shown offers directly relevant to their search query. For this, the team simply needed to create appropriate audience segments in AB Tasty using data from their data layer:

Upsell scenario: Trigger a pop-up to logged-in visitors who were looking for a one-night stay, with an incentive to prolong their visit.

Upsell and account creation: Trigger a pop-up to anonymous visitors who were looking for a one-night stay, with an incentive to create an account and prolong their stay.

Encourage creating a Best Western Rewards account: Trigger a pop-up to anonymous visitors who were looking for at least a two-night stay, with a special promotional offer available only with a Rewards account.
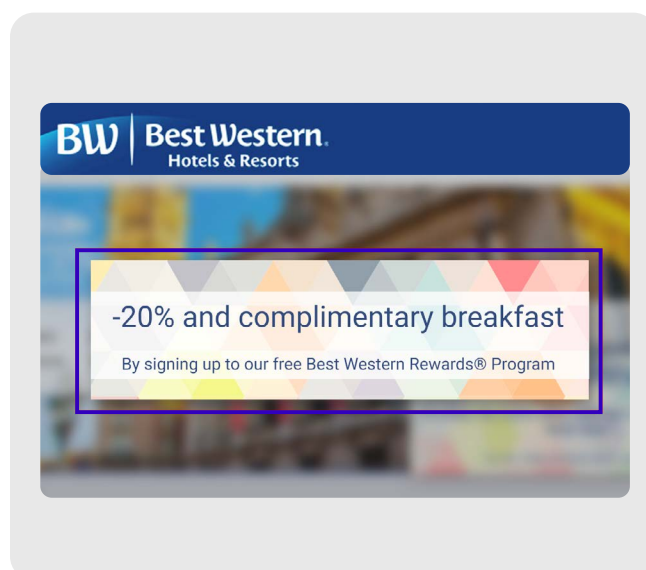
Results

The results showed that this kind of personalized messaging can have a big impact on engagement. The most successful scenario turned out to be the creation of a Rewards account, with an increase of 12% Best Western Rewards program sign-ups from this campaign.

Takeaway tip ⊕

Take advantage of your user data to create relevant, personalized messages. Not only will you create a more pleasant browsing experience, you'll increase the number of ways you can boost engagement, transactions and revenue — all the while optimizing an existing client scenario.

BW | **Best Western.**
Hotels & Resorts

-20% and complimentary breakfast
By signing up to our free Best Western Rewards® Program

IBEROJET ALTERS HOMEPAGE TABS FOR BETTER CONVERSION

iberojet

Iberojet is an online agency specializing in long-distance trips, travel circuits and vacations in the Caribbean. The agency is part of the Ávoris group.

Challenge

Iberojet's digital team questioned whether the order of the tabs on the homepage was ideal for presenting clients with the most relevant content.

Test Idea

Based on users' browsing history on Iberojet's website, the team decided to change the order of the tabs ("Holiday Packages" and "Travel Circuits and Long-Distance Trips") on the homepage.

They believed this would increase the number of users who would take the first steps down the conversion funnel.

Results

For this test, there were 25% more clicks on the "Search" button, and the clicks to switch tabs decreased by 22%. Overall, since Iberojet teamed up with AB Tasty, clicks on the "Search" button have increased by 40%.
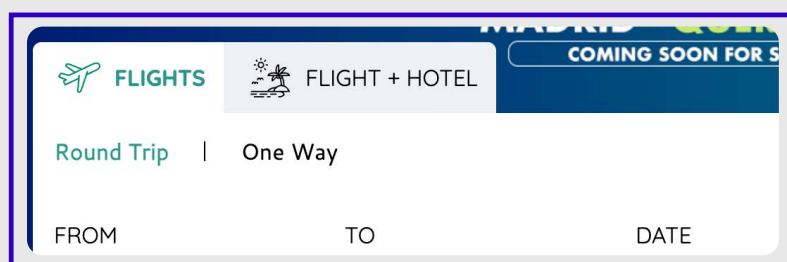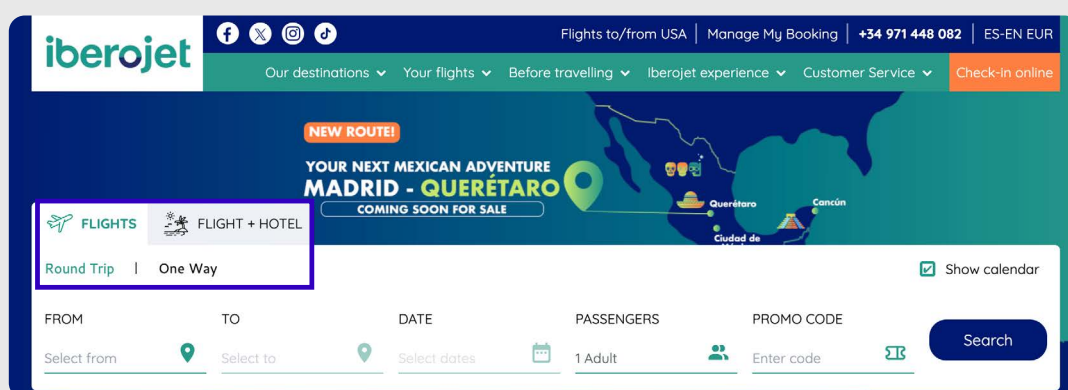
Takeaway

Thanks to the continuous optimization as well as the test-and-learn approach, which consists of making constant and gradual modifications, you'll be able to boost conversions on a regular basis.

Clicks on «search» button

+25%

Clicks to switch tabs

-22%

HAVAS VOYAGES INCREASES FOOT TRAFFIC WITHOUT LOSING WEB TRAFFIC USING GEOLOCATION TARGETING

HAVAS VOYAGES

This brand from the travel and leisure industry is well-known around the world. Since being founded in 1938, Havas Voyages has grown to include more than 1,200 travel planners ready to help vacationers with their excursions.

Challenge

Havas Voyages wanted to increase foot traffic to their physical agencies without decreasing their online bookings.

Test Idea

Havas Voyages wanted their website visitors to be aware of all the different ways they can book a trip,

both online and offline.

They came up with two ideas: The first would be to trigger a pop-up on the homepage to target visitors who behaved as if they were about to exit the site. Using AB Tasty's geolocation targeting, the pop-up could propose they make an appointment with a travel planner at the agency nearest them.

Then, they ran a campaign with a banner on the side of the search and product pages, facilitating booking a meeting or getting in touch with a nearby travel planner.
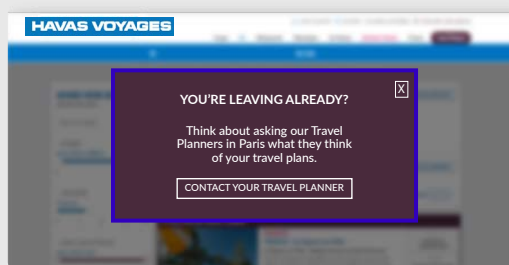
Results

Havas Voyages's call center saw an increase of 20% - a clear sign of increased engagement with the physical agency locations - with no negative impact to online bookings.
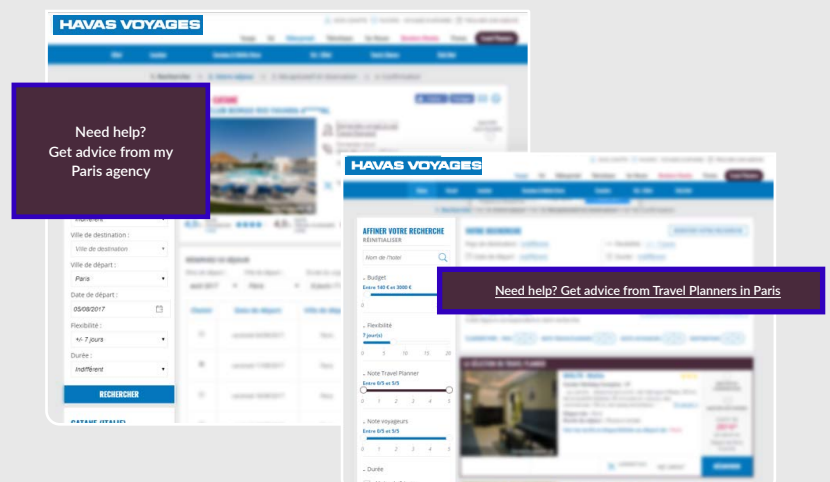
Takeaway

A brand's website and physical stores shouldn't be seen as competitors vying for traffic, but as complementary options for clients.

Original

YOU'RE LEAVING ALREADY?
Think about asking our Travel Planners in Paris what they think of your travel plans.
CONTACT YOUR TRAVEL PLANNER

Variation

Need help?
Get advice from my Paris agency

Need help? Get advice from Travel Planners in Paris

WONDERBOX OPTIMIZES CUSTOMER JOURNEY WITH AB TASTY

Wonderbox
EXPERIENCE GIFTS

Wonderbox is the European leader in gift boxes and the online retail specialist in leisure activities. With nearly 450 employees and a turnover of 250 million euros, Wonderbox gift boxes are sold in France, Spain, Italy, Belgium, Switzerland, the Netherlands, Portugal, Denmark, Sweden, Norway and the USA.

Challenge

Wonderbox is all about creating unforgettable gift experiences. Facing challenges like optimizing promotions and simplifying the buying process, Wonderbox turned to AB Tasty for a smarter approach to give their digital journey a little extra magic.

When the digital teams at Wonderbox got in touch with AB Tasty, they were facing two main challenges:

Optimize the targeting of online promotions to improve their profitability

Simplify the buying process to increase conversions

"AB Tasty quickly grasped the challenges of our market and our specificities, and provided us with adapted features that are simple to integrate and that boost website revenue."

Wonderbox
EXPERIENCE GIFTS

Emile Doumenc
Digital & E-commerce
Director, Wonderbox

Solution

Targeted pop-ups

To improve the effectiveness of its couponing campaigns, the site implemented AB Tasty's Recommendations targeted pop-ups.

Rather than displaying a discount to 100% of the audience, they targeted with AB Tasty only undecided visitors. Each euro invested is therefore intended to convert a visitor who would not have bought without a discount.

The algorithm analyses in real time the behaviour of visitors browsing the Wonderbox website. Based on their actions (number of pages viewed, time spent on the site, mouse movements), visitors who seem to be about to leave the site without having converted are detected.

In order to turn these undecided visitors into customers, a pop-up offers a 10% discount on all the boxes on the site. The discount is automatically integrated into the shopping cart.

Like all AB Tasty solutions, the pop-up has the advantage of being installed in just a few clicks.

The Wonderbox website was able to set the exact terms and conditions of the promo code: its value, its validity period, the pop-up format and its design.

Shopping session recovery and abandoned baskets

To simplify the purchase path and increase conversions, Wonderbox implemented the last session recovery solution.

The website has a wide range of gift boxes with different attributes that need to be carefully

considered. Browsing the website can take a long time and require several sessions of research before making a choice.

Wonderbox decided to implement a solution for returning visitors to facilitate their navigation on the site. Each visitor who has started a search for a box during a previous visit is offered to resume their search where they left off the last time.

Regardless of where they were on the site (category page, product page, checkout page), the call-to-action brings the visitor as close as possible to conversion.
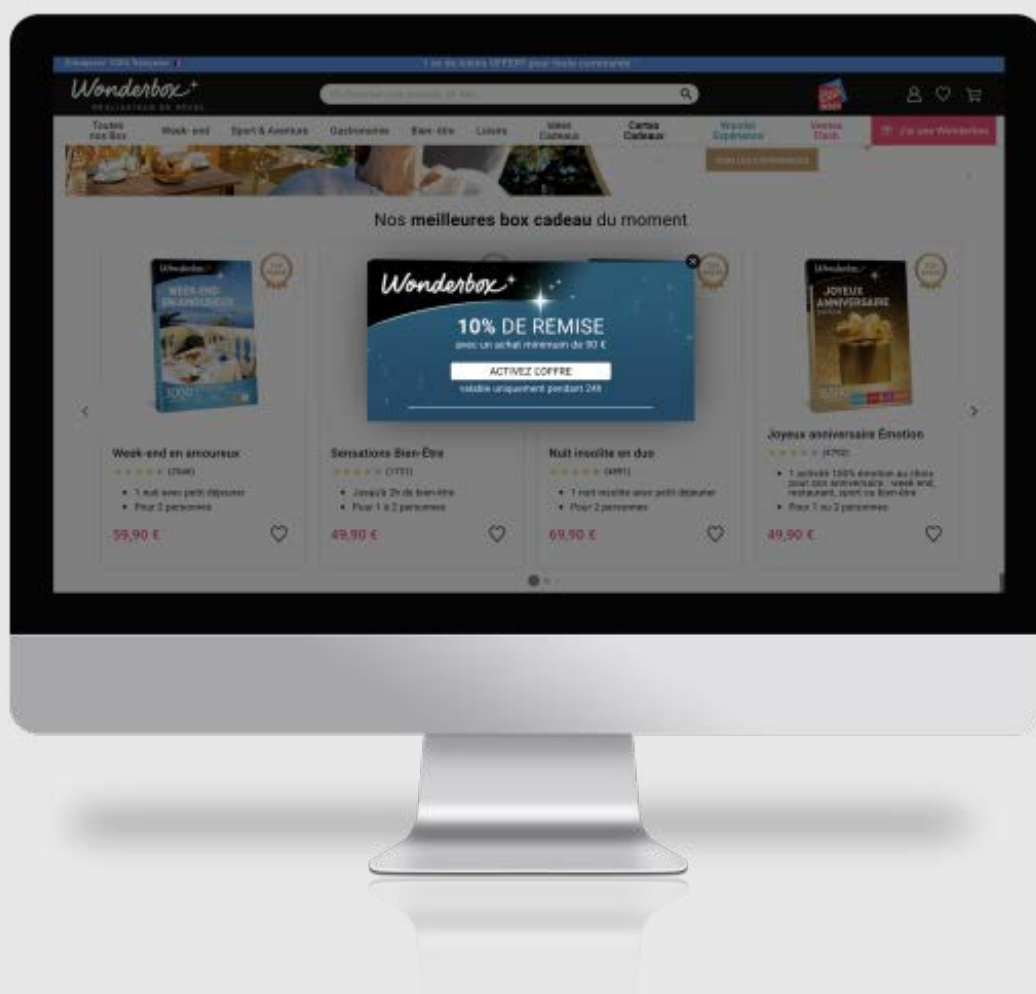
Results

The results were a clear success. After implementing targeted pop-ups for wandering visitors and session recovery tactics for returning visitors, conversation rates increased by 9% and the average basket size increased by 2%.

Conversion rate

+9%

Average basket size

+2%

ON THE BEACH TESTS THE WATER WITH PERSONALIZATION

On the Beach has perfected its personalized messaging by using AB Tasty to speak to its different customer segments, using data-driven decisions to get more beaches to more people.

Challenge

On The Beach caters to a diverse range of customers. Purchasing a holiday can often involve multiple site visits and includes both new and returning customers. On The Beach needs to show that they understand those customers and find the right messages to each segment.

Test Idea

On The Beach tried different messages to highlight certain holiday picks, to see what was more successful with each group of people.

Results

They found that returning customers responded better to the badge "Our Picks", while new customers reacted to a "Bestseller" badge resulting in more than 200 bookings on their site.

Takeaway

Through testing and experimentation, On The Beach have successfully personalized their messaging to match specific customer segments and optimize their booking rates.
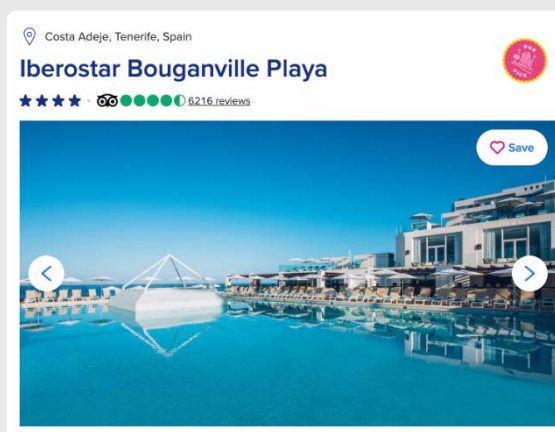
This approach resulted in a significant increase in bookings, demonstrating the power of customization and targeted communication in enhancing the customer journey.
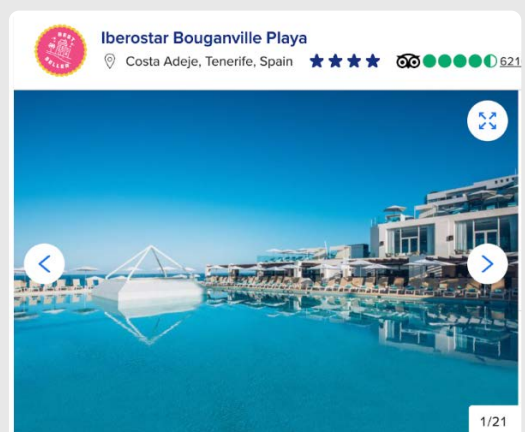
Bookings made after implementation

+200

Variation 1

Variation 2

WEEKENDESK SPEEDS UP RELEASES AND REDUCES RISK WITH AB TASTY FEATURE EXPERIMENTATION AND ROLLOUTS

Weekendesk is a European online travel agency offering short local breaks year-round. Their packaged getaways combine hotel stays with activities like spa treatments, gourmet dining, or theme park visits — perfect for couples, families, or friends looking for spontaneous escapes or unique gift ideas.

Challenge

When Weekendesk launched a new front-end application, their team needed a solution that would allow them to accelerate release cycles without sacrificing performance. They wanted to move away from traditional, client-side A/B testing tools that introduced extra layers of JavaScript and CSS — something they felt could negatively impact site speed and quality. At the same time, they were looking for more control over how and when features were released, the ability to experiment more efficiently, and tools to gather real-time feedback from users. Their existing in-house system was limited and couldn't meet these evolving needs. So they turned to AB Tasty, becoming an early adopter of AB Tasty's feature management tool Feature Experimentation and Rollouts.

Solution

AB Tasty's server-side Feature Experimentation and Rollouts solution addressed the team's concerns around speed and performance. Integrating directly within their codebase, they avoided any impact on front-end load times. This allowed Weekendesk's teams to roll out features gradually to selected user segments, reducing the risks associated with going live. Built-in functionality like feature flags and kill switches gave their developers greater control, while the ability to launch multiple experiments at once helped streamline the team's optimization efforts.
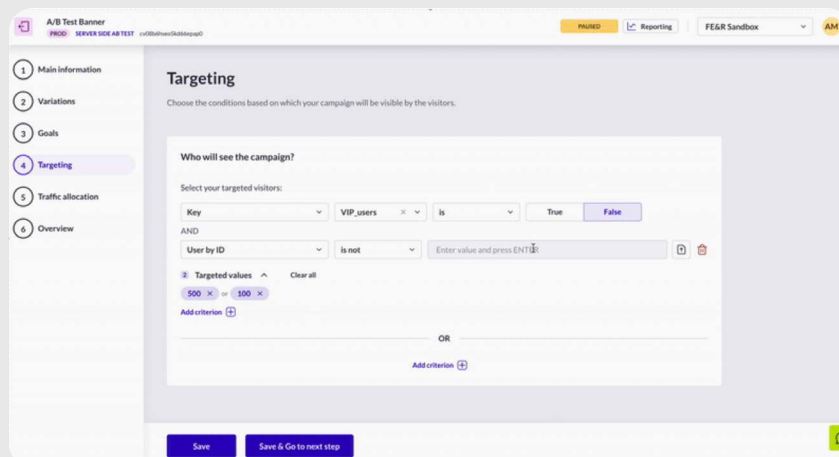
> *[AB Tasty's Feature Experimentation and Rollouts] was the solution to all of our issues – no added JS/CSS layer, and no development outside our repository, which will let us maintain the same high level of quality and performance in any situation."*

Weekendesk

Julien Martin
VP of Engineering
Weekendesk

From setup to execution, the platform was easy to use. The interface was intuitive, enabling product managers and developers to configure tests, access data, and analyze results with ease. The Weekendesk team was particularly impressed with how quickly they were able to get up and running — their first experiments were live within days. Predefined use cases, paired with strong onboarding support from AB Tasty, made the experience seamless for teams at every level.

Results

With AB Tasty, Weekendesk was able to speed up its release process without compromising performance. Teams gained greater autonomy to test and iterate, and the company was able to systematize experimentation in a way that helped surface user pain points and improve decision-making. The combination of progressive rollouts, advanced targeting, and intuitive tools allowed them to innovate more confidently and deliver a better experience to users.

Looking Ahead

Next, Weekendesk plans to integrate a new payment service provider using AB Tasty's progressive rollout capabilities to ensure a smooth, low-risk transition. At the same time, the team is preparing to launch multiple A/B tests across the final stages of the purchase funnel. The goal is to simplify the buying decision for customers and uncover the key factors that drive conversions — all while continuing to move fast and minimize risk.

SAMSONITE APAC PERSONALIZES CUSTOMER JOURNEYS WITH EMOTIONSAI

Samsonite

In the travel industry, Samsonite stands at the forefront with its innovative designs and unmatched durability. With over a century of expertise, this powerhouse portfolio boasts renowned brands like TUMI, American Tourister and High Sierra. From ultra-lightweight suitcases to iconic hard-shell luggage, Samsonite offers everything a modern traveler needs.

A Seamless Experience

Driven by a relentless commitment to quality and customer satisfaction, Samsonite continually evolves to meet the needs of today's travelers, ensuring every journey—whether shopping online or embarking on an adventure—is as seamless as possible.

Challenge

Buying luggage is not a frequent purchase; it's a thoughtful decision that requires trust and detailed consideration. Customers often spend significant time considering their

options, seeking the perfect travel companion to fit their needs.

The challenge for the Samsonite APAC team was clear: connect shoppers with their ideal luggage solution in as few clicks as possible, streamlining the sales funnel from exploration to purchase. With customers spread across diverse regions, Samsonite recognized the importance of personalization to keep their brand top-of-mind throughout the decision-making process.

Leveraging data and technology became crucial to creating a digital experience that catered to the emotional needs of each customer, ensuring every click brought them closer to their perfect travel companion.
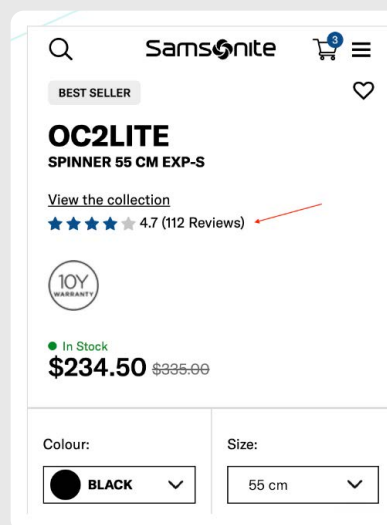
Experimenting With EmotionsAI

To tackle these challenges, Samsonite APAC integrated EmotionsAI into their digital strategy. This AI-powered solution provided deep insights into customer emotions, allowing Samsonite to segment audiences based on emotional needs.

> *"I was very much on board with EmotionsAI because it's helping us go towards where we want to be, to do better things for user experience, better things in conversion optimization and better customer relations.*

Samsonite

Sze Keong Sim
Manager, Digital Analytics
Samsonite

Of the 10 segments EmotionsAI identifies, Samsonite APAC focused on "Competition". The competitive drive aligns perfectly with their position as an industry leader, prompting them to enhance social proof with reviews and testimonials. For these research-oriented shoppers, Samsonite recognized the need to showcase product details and unique selling points

Hypothesis

Competition-oriented visitors are sensitive to reviews, as they seek the best products. By displaying the rating and number of reviews for the particular product, Samsonite can effectively direct these visitors to read the reviews and eventually make a purchase.

Results & Learnings

Competition-oriented visitors demonstrated the most engagement with a 108% increase in clicks on ratings. As most segments reacted positively to this new design, it was launched to all audiences as a personalization.

This strategy resulted in an overall transaction rate increase of 7.17%, showcasing the effectiveness of personalizing the customer journey based on emotional drivers and preferences.

Clicks on ratings Competition Segment

+108%

Overall transaction rate

+7.17%

TRAVEL COMPANIES

THAT TRUST US...

...and more

Conclusion

Today's travelers know what they want and they're not afraid to bounce if a digital experience doesn't meet their expectations. Booking a trip should feel as smooth as the vacation itself, and brands that deliver seamless, relevant, and intuitive experiences are the ones winning customer trust (and repeat business).

If there's one takeaway, it's this: relevance matters. Whether it's the right message, the right promotion, or the right layout at the right moment, every interaction is a chance to create value and connection.

Travel and hospitality brands that embrace personalization, experimentation, and continuous optimization will be better equipped to meet the needs of modern travelers. No two audiences or websites are exactly alike, but these success stories can help spark ideas for how you can test, learn, and build journeys your users actually enjoy.

After all, great experiences aren't just a nice-to-have, they're your ticket to lasting loyalty.

About AB Tasty

Get to know more →

At AB Tasty, we're your partner for pushing great ideas even further through optimization. We achieve this by empowering brands to build better experiences using personalization, experimentation, recommendations, search, and the market's only emotions-based segmentation solution. Our all-in-one platform offers web and API solutions for a unified approach to creating seamless experiences. We are a trusted partner in optimization and innovation to over 1,000 brands including Kering, McDonald's, Ulta Beauty, L'Oreal, Disneyland Paris, LVMH, and many others. Our global team of experts is what sets us apart with an unmatched customer-first mindset embedded into company culture.