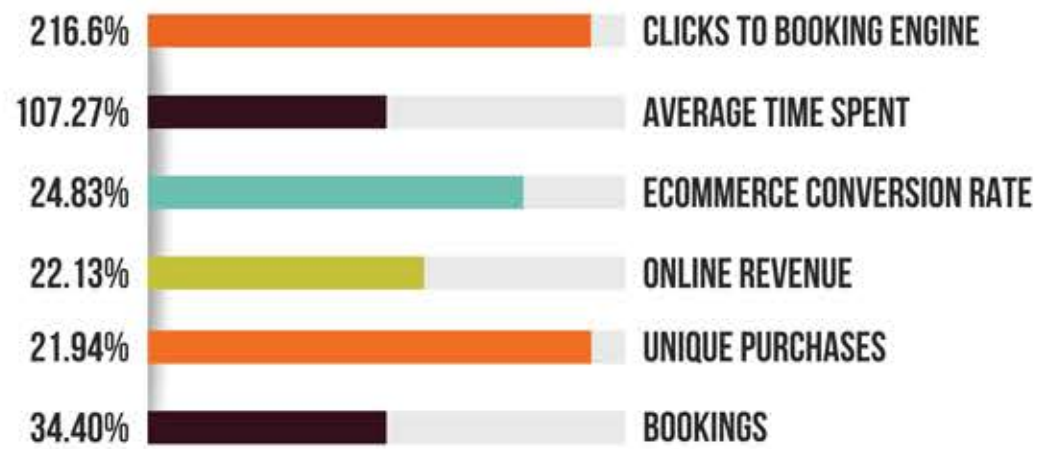


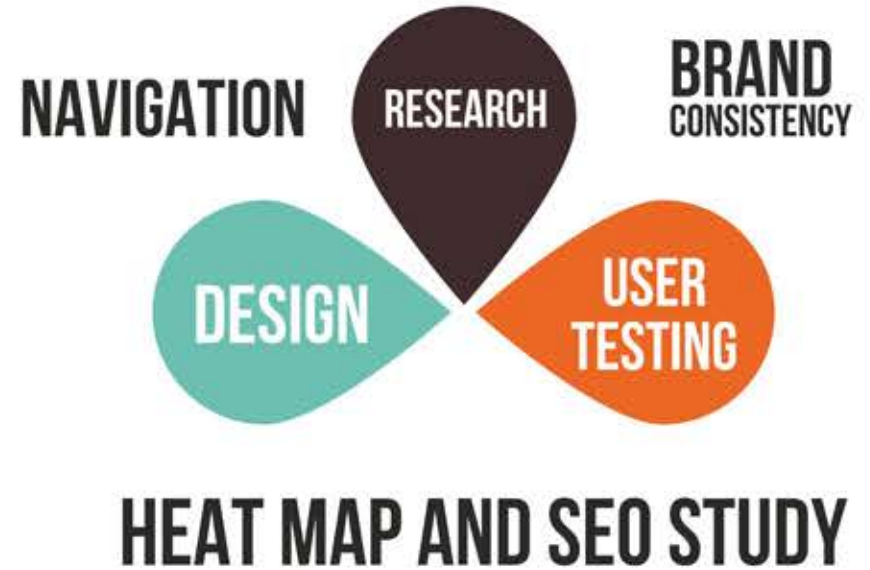
LEMON TREE HOTELS AN ONLINE SUCCESS STORY



OUTCOMES WITHIN 45 DAYS:



SOLUTION:



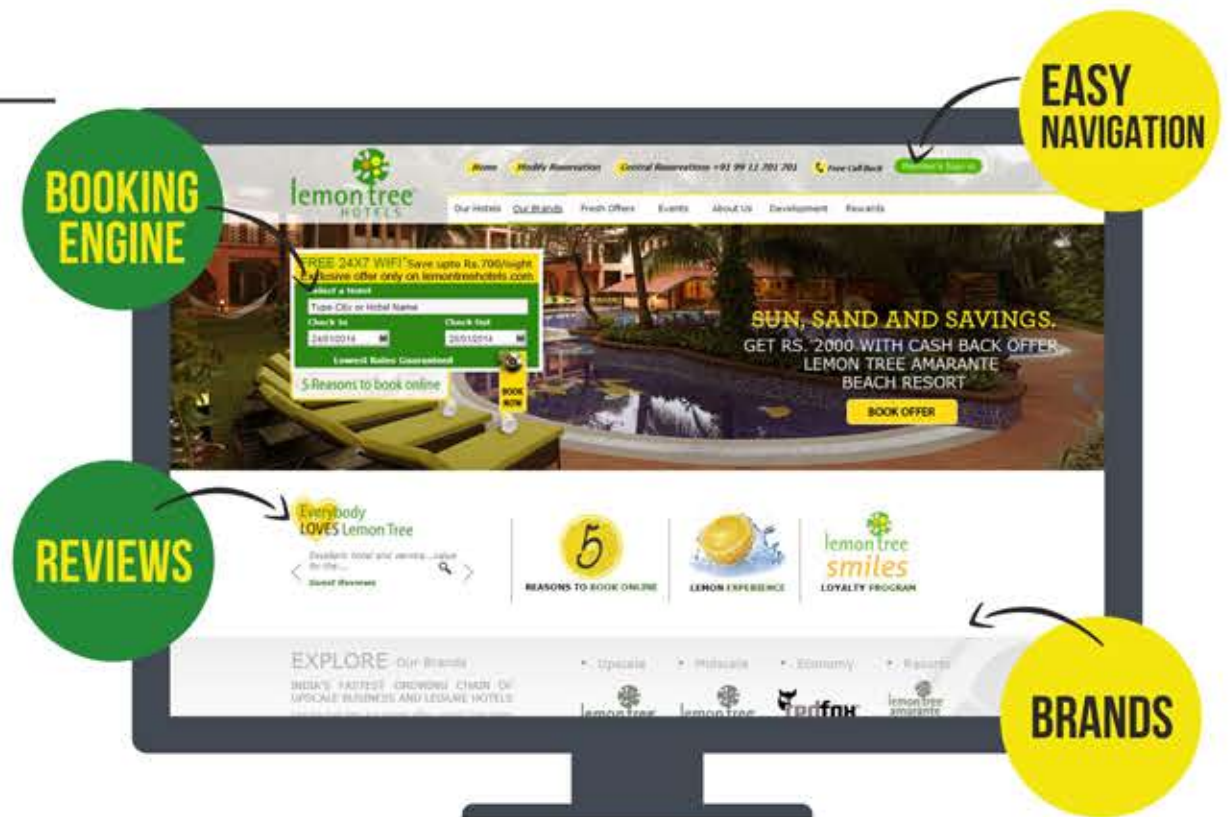
WEBSITE DESIGN

INFORMATION ARCHITECTURE

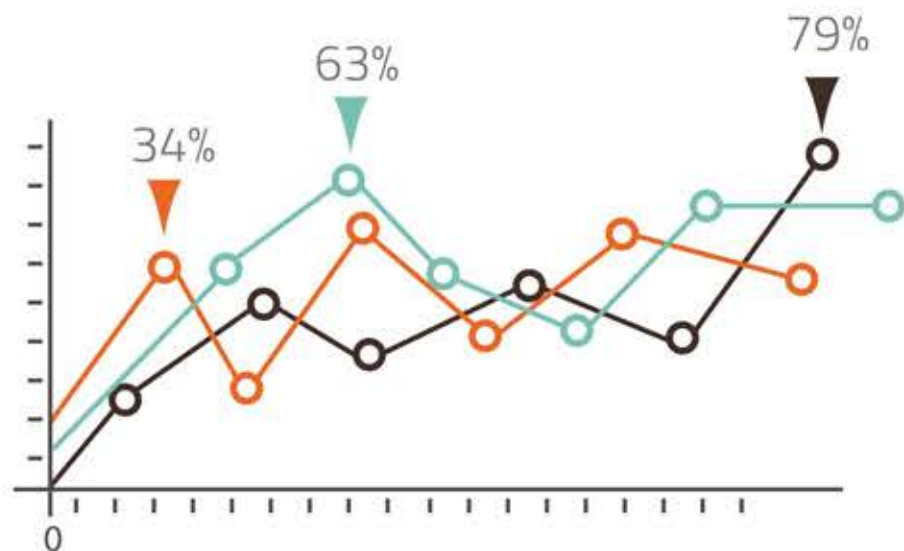
This step includes digging deeper and gathering all relevant data about Lemon Tree Group of hotels, their brand, future expectations, competitive requirements etc.

RESULTS:

In just 45 days, the average time spent on website increased from 5.50 minutes to 11.40 minutes. . This represents that our users are exploring the website and this can happen only when users like the website.



AUDIENCE OVERVIEW



OVERALL CONVERSION RATE INCREASED BY



Within a short span of time, clicks on Booking Engine increased by **216 %**