Lastminute.com optimises transactional website for mobile

Business need

Lastminute.com found that 5% of all their website traffic came from mobile. They needed a website optimised to mobile needs, avoiding frustrations caused by long downloads and incompatible content produced by desktop sites on mobile.
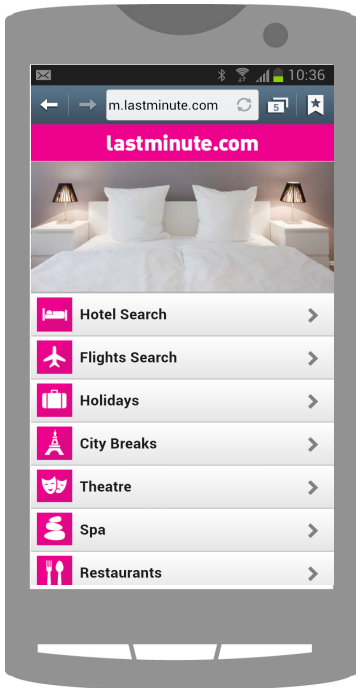
The solution

A mobile site designed and built to enable consumers to search and book hotels via their mobile phone. A hotel can be located within two pages and booked within seven. At all times content is customised for any of the 3,000+ mobile devices in circulation to ensure the optimum brand experience for all users.

Recognising the functionality of the mobile device, call-back and SMS services were integrated at launch. The site is fully transactional, allowing a consumer to securely enter credit card details and receive confirmation of booking to their mobile phone.

Functions

- Mobile Internet
- SMS
- Secure Payment Technology

lastminute.com

Hotel Search
Flights Search
Holidays
City Breaks
Theatre
Spa
Restaurants