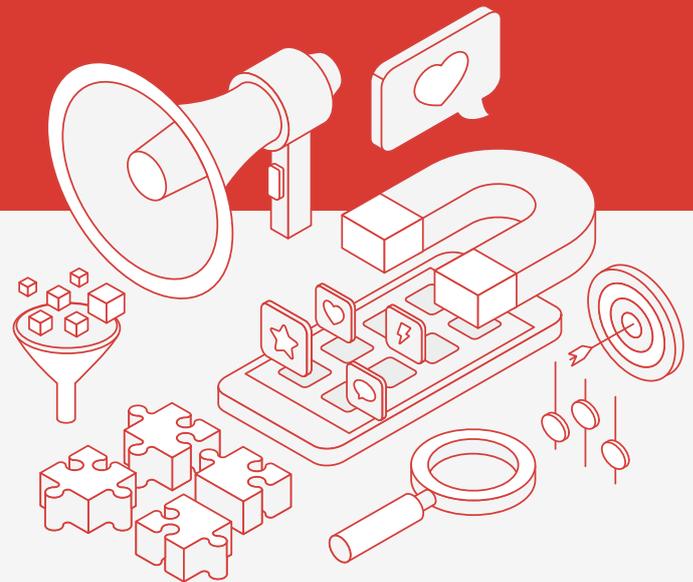


# How to optimize your OTA Marketing

The ability to effectively reach customers and get them to your site is critical, yet costly. Reducing those costs to become profitable can be accomplished through a number of ways.



## Personalization

Personally tailor customer offerings, create packages and specials that are based on individual user behavior to encourage a purchase. For example; If a user was searching for a trip to London, send them a bundled price that reduces the cost of flight, but upsells a hotel or other service.



## Search engine marketing

Create and distribute high value content, such as blogs or videos relating to your brand. This content increases your position on search engines while attracting a steady flow of new users. Additionally, promoting this content through paid channels accelerates the effect.



## Smart Ads

Use cookie data to retarget customers with targeted advertisements. By leveraging that data, you can automatically 'follow' the customer online with ads that will show offers related to their specific search.



## Referral program

Encourage customers to refer friends and family for discounts on their next flight or hotel booking. Programs like these let customers feel like they're 'cheating the system', in exchange you can now target and market to their friends and family.



## Loyalty programs

Reward repeat customers for their purchases through a point-based system that provides them with discounts or 'freebies' for their purchases. Getting a customer invested will make them much more likely to return for all of their travel needs.



## Business intelligence

Aggregate data on all your sales, website activity and ads into a BI system to get deep behavioral insights. Using this data, you can optimize and test changes to find the best ROI.



## Promotional activity

Create special promotions, promote your best-performing hotels and destinations to generate an even greater amount of bookings on destinations you know are going to impress customers.