



Otravo Ratecard 2020

A guide for succesful campaigns and partnerships for our local hero brands



Welcome on board

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Introduction Otravo

Improve results through scale and relevance

Otravo is an international leading travel organization focusing on two product ranges: airline tickets and travel packages. We have over twenty years of experience and have operating platforms in more than fifty countries. In six European countries we operate with local hero brands. Via these brands we offer consumers airline tickets from more than a hundred airlines to all worldwide destinations possible.

The aim of our local hero brands is to exceed the expectations of our customers in the search for the best airline ticket for their purpose of travel.

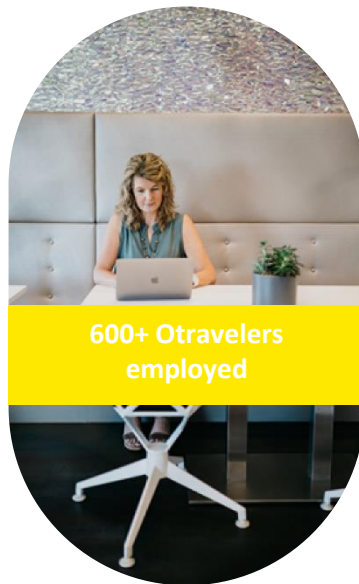
Via our digital marketing stack in place, we are able to identify our customer audiences and their buying intent. Based on this input we serve each audience with a relevant message that meets the customer journey phase he or she is in.

As a partner we offer you the possibility to benefit from this unique customer targeting approach. We are able to activate your campaign on one or more local hero brands, to improve your results and reach your goals in an efficient and cost-effective manner.

We are looking forward to work with you!



**10.000
bookings a day**



**600+ Otravelers
employed**



**Audience-based
campaigns**



**From inspiring to
supporting our travelers**



Meet our local hero brands

Vliegtickets.nl is for over twenty years the best website for booking flight tickets in the Netherlands. Customers book their tickets to worldwide destinations, offered by over a hundred different airlines, in just a few steps. Our customer centric approach is rewarded with a 3.8 trust score from Trustpilot.

Target group



- Dutch market



- Leisure and business travel



- 18-24 10,5%
- 25-34 24,0%
- 35-44 19,0%
- 45-54 22,0%
- 55-64 15,3%
- 65+ 9,2%

Statistics website



- 58 million page views per year



- 1.7 million search queries per year

Statistics media



- 550.000 newsletter subscribers



- 40.000 Facebook followers

For over fifteen years Vliegtickets.be offers a great booking experience for our Belgium customer when searching flights to worldwide destinations. By applying our full funnel marketing approach we are able to come up with the best offer for our customer. Vliegtickets.be is awarded with a 3.7 trust score from Trustpilot.

Target group



- Belgium market



- Leisure and business travel



- 18-24 11,8%
- 25-34 27,5%
- 35-44 19,3%
- 45-54 19,3%
- 55-64 13,8%
- 65+ 8,4%

Statistics website



- 13 million page views per year



- 300.000 search queries per year

Statistics media



- 160.000 newsletter subscribers



- 10.000 Facebook followers

WTC.nl started in 1983 as a brick travel agency and evolved over time to one of the main airline ticket websites of the Netherlands. WTC.nl has a high rate of returning customers looking for intercontinental destinations and is awarded with a 3.8 trust score from Trustpilot.

Target group



- Dutch market



- Leisure and business travel



- 18-24 9,1%
- 25-34 22,5%
- 35-44 18,3%
- 45-54 22,6%
- 55-64 17,0%
- 65+ 10,5%

Statistics website



- 7.5 million page views per year



- 100.000 search queries per year

Statistics media



- 265.000 newsletter subscribers



- 20.000 Facebook followers

Flygstolen.se is a leading Swedish online travel agency that offers great deals for flight tickets to European and worldwide destinations through innovation, personalized service and an easy and safe booking process. A Swedish speaking customer service and an engaged community on social media grants us a great understanding of the market.

Target group



- Scandinavian market



- Leisure and business travel



- 18-24 5,8%
- 25-34 24,5%
- 35-44 19,0%
- 45-54 21,9%
- 55-64 16,7%
- 65+ 12,2%

Statistics website



- 5.5 million page views per year



- 1.4 million search queries per year

Statistics media



- 90.000 newsletter subscribers



- 87.000 Facebook followers

Greitai.It, operating in Lithuania, offers the most convenient flight connections against the most attractive prices for over fifteen years. By focusing on user-friendly technology and customer service we make it able for our customers to finish a booking within a few minutes.

Target group



- Baltic market



- Leisure and business travel



- 18-24 4,1%
- 25-34 32,6%
- 35-44 23,0%
- 45-54 22,9%
- 55-64 15,8%
- 65+ 1,6%

Statistics website



- 17.8 million page views per year



- 5.6 million search queries per year

Statistics media



- 40.000 newsletter subscribers



- 76.000 Facebook followers

BookingHouse.ee

For over ten years Bookinghouse.ee is the biggest website for booking flight tickets in Estonia. Bookinghouse.ee offers the customer a platform which is easy in terms of use and is able to offer the most attractive offers for any kind of travel purpose.

Target group



- Baltic market



- Leisure and business travel



- 18-24 4,6%
- 25-34 29,3%
- 35-44 26,0%
- 45-54 20,2%
- 55-64 15,7%
- 65+ 4,4%

Statistics website



- 4.6 million page views per year



- 1.6 million search queries per year

Statistics media



- 11.000 newsletter subscribers



- 8.000 Facebook followers

Flysiesta.lv is operating in Latvia and offers flight tickets to worldwide destinations with every possible airline against attractive prices for over ten years. Because of the user-friendly technology our customer is able to finish a booking very quick and easily.

Target group



- Baltic market



- Leisure and business travel



- 18-24 4,2%
- 25-34 33,8%
- 35-44 23,1%
- 45-54 19,4%
- 55-64 16,0%
- 65+ 3,6%

Statistics website



- 4.5 million page views per year



- 1.3 million search queries per year

Statistics media



- 8.000 newsletter subscribers



- 12.000 Facebook followers



Our partners

We have done succesful campaigns with...



BRITISH AIRWAYS



travel
PORTLAND





Our campaign strategy

Relevancy in every step of the journey

	See	Think	Do	Care
Tone of voice	<i>Positive, understanding, personal and engaging.</i>	<i>Inspiring, trusted, assistive, reassuring, empowering and positive.</i>	<i>Active, personal, positive, avoid skepticism and reassuring.</i>	<i>Helpful, caring, stimulating, interested, familiar, joyful and excited.</i>
KPI'S	Website sessions	Website search queries	Transactions	Trustpilot review score
Message per audience				
Audience I	Targeted message to generate website traffic.	Specified message to make people search for a ticket.	Get people active to make a booking.	Pro-active ask for reviews.
Audience II	Targeted message to generate website traffic.	Specified message to make people search for a ticket.	Get people active to make a booking.	Pro-active ask for reviews.
Audience III	Targeted message to generate website traffic.	Specified message to make people search for a ticket.	Get people active to make a booking.	Pro-active ask for reviews.
Audience IV	Targeted message to generate website traffic.	Specified message to make people search for a ticket.	Get people active to make a booking.	Pro-active ask for reviews.

Campaign exposure in every step of the journey

	See	Think	Do	Care
Media	<ul style="list-style-type: none">• Display advertising• Social advertising• YouTube advertising• Paid search• Out of home advertising• Printed media• Radio and TV commercials	<ul style="list-style-type: none">• Inspirational landing pages• Display ads onsite• Inspirational blog posts• Newsletters• Display retargeting• Social retargeting• Paid search	<ul style="list-style-type: none">• Sales orientated landing pages• Display ads onsite• Newsletters• Display retargeting• Social media retargeting• Paid search• Voucher code promotion	<ul style="list-style-type: none">• Cross-sell ancillaries• Co-branded review invitation• Informative blog posts• FAQ



Want to know more?

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