



Otravo Ratecard 2021

A guide for successful travel campaigns and partnerships worldwide.



Welcome on board

- Otravo, your partner in marketing
- Brand portfolio
- Campaign strategy
- Our partners





Otravo, your partner in marketing

Successful marketing at scale.

With a unique set of 10 brands in 57 countries worldwide, Otravo is one of the leading travel organizations in the world. Based on your goal and defined target audience, we will activate the best suiting media mix, brands and countries. Tell us your requirements and our team of experts will help you to define the market and campaign set up.



10 brands



57 countries



24 languages

Data Driven decision making.

We measure the performance of all our marketing activities. Based on the set KPI's, the campaigns are always being optimized. We activate on-site and off-site media to target the right audiences. Results are continuously shared with you to align on the next steps.



**Periodic
dashboarding**



KPI driven



**Branding &
performance**



Brand portfolio

Our brands



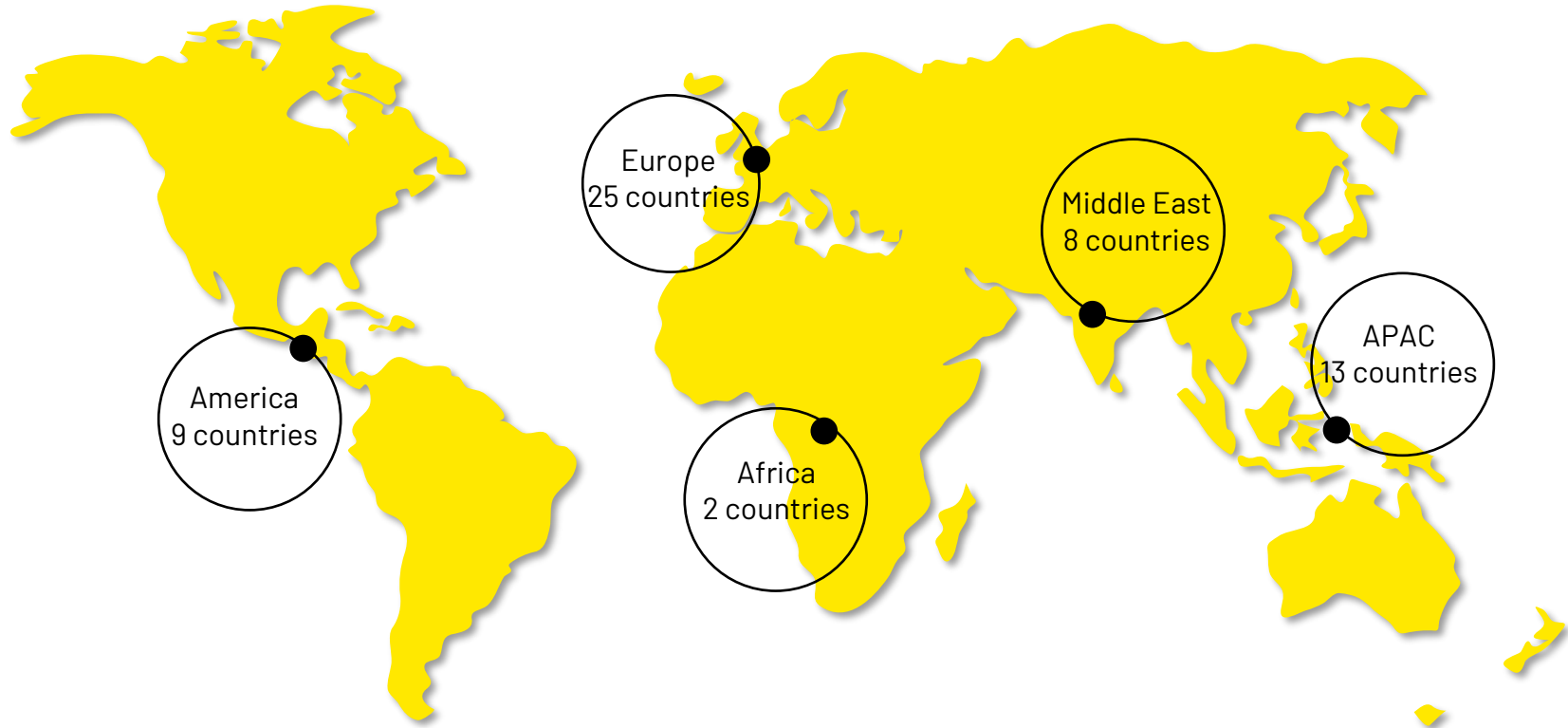
Greitai.lt

FlySiesta

BookingHouse.ee



Worldwide coverage



Worldwide coverage

Northern Europe	Western Europe	Southern Europe	Eastern Europe	America	APAC	Middle East	Africa
Denmark	Belgium	Austria	Czech Republic	Argentina	Australia	Israel	Nigeria
Finland	Germany	France	Estonia	Brazil	China	Kuwait	South Africa
Norway	Ireland	Greece	Kazakhstan	Canada	Hong Kong	Oman	
Sweden	Netherlands	Italy	Latvia	Chile	India	Pakistan	
	United Kingdom	Portugal	Lithuania	Colombia	Indonesia	Qatar	
		Spain	Poland	Mexico	Japan	Saudi Arabia	
		Switzerland	Romania	Peru	Malaysia	Turkey	
			Russia	USA	New Zealand	United Arab Emirates	
			Ukraine	Venezuela	Philippines		
					Singapore		
					South Korea		
					Taiwan		
					Thailand		



Campaign strategy

Relevancy in every step of the journey

	Awareness	Consideration	Conversion	Post-sale
KPI's	Reach	Reach	Sales transactions	Review score
	Platform traffic	Searches on platform	Users	Cross-sales
Media				
On-site ads	✓	✓	✓	
Offsite ads	✓	✓	✓	
Paid search	✓	✓	✓	
Retargeting		✓	✓	✓
Social advertising	✓	✓	✓	
Landing page		✓	✓	
Email		✓	✓	✓
Promotional code			✓	
Review score				✓



Our partners

We have done successful campaigns with...



BRITISH AIRWAYS



travel
PORTLAND



Want to receive the complete Ratecard?

Please contact:



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Otravo

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