



Travel Republic, the online travel agent, increases conversions by 25% thanks to powerful Criteo engine



### The results

▲ +25%

Conversion rate

Like all companies looking to increase online sales, UK-based flight and hotel travel agent Travel Republic has continually sought ways to drive overall performance and sales through more conversions. And for many years, the conventional wisdom was that the key to more conversions was more traffic and more impressions.

But Travel Republic, who'd been working with Criteo for three years, agreed to take the opposite approach in August of 2013 and test the waters with Criteo's prediction engine to drive more qualified traffic to customer sites.



*The next generation of the Criteo engine is extremely powerful. We are impressed by the new enhancements that make it easier and faster for us to scale our campaigns. That way, we're able to focus on driving what matters most: overall performance and sales."*

Elliott Pritchard, Chief Marketing Officer, Travel Republic

## The solution

“(Criteo) analyzes the myriad of data points that we have around the users we’re targeting and those that have interacted and converted in the past,” said Elliott Pritchard, Chief Marketing Officer for Travel Republic. Indeed, the new engine’s advances in selective targeting and predictive analysis make it possible for it to predict the likelihood of a conversion rather than a click. This creates the opportunity for clients to expand their reach to a greater number of potential buyers –all within their previous cost-per-sales target.

## Result

As a result of implementing the new engine enhancements, Travel Republic’s campaign conversion rate has increased by 25 percent. Best of all, because the Criteo engine is a “learning system” that gets more effective with use, Pritchard expects that number to grow in the coming months.

## See what works

See more proof that performance works at [Criteo.com](https://www.criteo.com)



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