



Yatra.com is India's leading Online Travel Agency (OTA), with more than 30 per cent of local market share for all online travel-related transactions. Criteo's performance marketing technology has helped it grow its travel transactions over the past year.



THE RESULTS

↑ 62%

Increase in Domestic Flight Bookings from Aug 2015 to Mar 2016

↓ 54%

Decrease in Cost per Acquisition from Aug 2015 to Mar 2016

↑ 34%

Increase Average Order Value from Aug 2015 to Mar 2016

Between August 2015 and March 2016, Criteo's performance marketing solution has helped Yatra achieve 60 per cent increase in domestic flight bookings, 60 per cent decrease in cost per acquisition and 34 per cent increase in average order value.



The strength of the Criteo Engine, the company's extensive publisher relationships and ability to integrate ad inventories from Google, Yahoo! and Facebook, allowed us to engage users more effectively – by treating multiple sites as though they were 'one' site.

This means that a consumer would not be seeing ads all the time on every site. Instead, they will see the ads at the right frequency on selected sites determined and delivered by Criteo's algorithms, as a reminder to return to our site and complete the purchase.

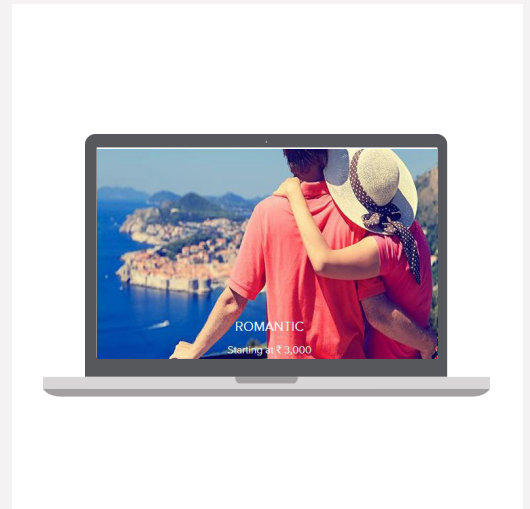


- Saurabh Gupta, Senior Manager - Marketing, Yatra.com

THE BACKGROUND

Launched in August 2006 and headquartered in Gurgaon, Yatra.com is India's leading Online Travel Agency (OTA), with more than 30 per cent of local market share for all online travel-related transactions.

In the past eight years, Yatra has acquired Travel Services International (TSI), MagicRooms.in, BuzzInTown.com and Travelguru.com, becoming a one-stop-shop for travel-related services. This includes information, pricing, availability and booking facilities for domestic and international air travel, hotels, holiday packages, and bus and railway reservations.



THE CHALLENGE

Yatra observed that a high volume of online traffic would not necessarily translate to increased transactions. It then turned to retargeting solutions from major competitors, which helped Yatra experience an initial increase in conversion rates.

However, these solutions operated separately and hence the consumers would end up being served an excessive number of display ads resulting in user fatigue, and reduced sales conversions.

The display ad designs were also too generic. This lack of personalisation and scalability resulted in a higher cost-per-acquisition (CPA).

THE SOLUTION

Yatra decided that it required a unified retargeting platform - one combining the ad inventories from Google, Yahoo! and Facebook, as well as other publishers. Yatra also required an advanced platform that could compute an individual's readiness to purchase by assessing factors such as online navigation patterns, geographic locations and seasonality, before delivering the right number of relevant and personalised ads to boost online revenue at optimal costs.

With Criteo's propriety performance marketing solution and extensive direct relationships with more than 16,000 publishers worldwide, Yatra was able to engage consumers with personalised ads or product recommendations in real-time.

