bd4travel

TRAVEL GETS PERSONAL: bd4travel DELIVERS PERSONALISATION TECH FOR ENHANCED TRAVEL BOOKING EXPERIENCE

*** bd4travel unveils enhanced technology allowing travel companies
to provide personalised online experiences and increase conversion rate
* Travel data specialist prepares for 2020 expansion**

Frankfurt, Germany - *19 February 2020*: Award-winning data specialist bd4travel - providing AI to transform travel websites - is unveiling its new Experience Recommender at ITB Berlin, furthering its offering to help digital travel businesses provide their customers with personalised content and product recommendations.

Using Artificial Intelligence with machine learning to optimise a website's performance, bd4travel works with online travel companies to deliver individual buying experiences in real-time using anonymous customer data.

Having recently doubled its Frankfurt office, bd4travel is continuing its growth with ongoing recruitment of talent and a number of recent additions to its client portfolio including easyJet holidays and Hilton Hotels, plus an extended, long-term partnership with HolidayCheck, one of Germany, Switzerland and Austria's leading online travel retailers.

The Frankfurt-based travel technology company - majority owned by dnata travel/Emirates Group - works with household names and industry stalwarts in online travel across 16 international markets including Expedia, TUI, TravelRepublic and dnata travel.

At ITB Berlin (4-8 March 2020; Hall 5.1, Booth 118), bd4travel will demonstrate its **new Experience Recommender**, allowing digital travel organisations to dynamically personalise content, giving users a fully customised shopping experience. The Experience Recommender also provides cross- and upsell features, retention tools (including bespoke vouchers), call centre support and unique content delivery, allowing sellers of **package tours, hotels, rental cars and flights** to provide intuitive messaging to their online users.

bd4travel's intelligent recommendations are based on real-time user data, paired with learnings from over 650m user profiles, 1.3bn sessions, 10bn page views, 850m availability checks and 8m bookings. It uses over 800 'experience signals' and intent classifications to provide tailored user experiences on travel websites, helping companies transform to meet consumer expectations.

"Our real-time AI recommendations enrich and improve the user's experience, whilst also considering the online travel sellers' own business priorities, enabling more personalised offers and experiences," says Andy Owen-Jones, co-founder and CEO of bd4travel. "Users around the globe are happy to provide

data when it's used intelligently and is relevant to them as individuals; segmentation alone is not intelligent data use as it fails to allow for individual behaviours and preferences. Real-time personalisation enriches a user's experience during research and booking stages, leading to higher conversion rates in sales and upsells."

Continues Owen-Jones: "Digital marketers and ecommerce executives are able to implement strategic sales initiatives using our steering and merchandising tools. Our platform will process the huge sums of data from onsite customer behaviour and marry this to the product portfolio without the need to manually manage and analyse data to microsegment or target offers. This provides greater control of the products being presented, ensuring the right product is presented to each customer, advancing the commercial goals of the business."

The AI-driven technology also offers a module tailored for **call centres**, allowing travel companies to seamlessly transfer user profiles and individual search criteria to call agents or high street staff, reducing call durations and frustration of holidaymakers as they can pick up from where they left off without repeating their online searches in person or by phone.

Visit bd4travel during ITB in Hall 5.1, stand 118 with a booth party at 5pm on Thursday 5 March 2020, or see co-founder and CEO Andy Owen-Jones speaking twice on Friday 6 March 2020.

Find out more at www.bd4travel.com

-Ends-

Notes to editors
Co-founder and CEO of bd4travel Andy Owen-Jones is speaking at ITB 2020:
· **Contemplating Data Talks: The Future of Travel Technology**: 1.05pm-1.30pm, Friday 6 March in Hall 7.1b eTravel World/eTravel Lab
· **Travel Experiences of the Future: Tailored, Data-Based, Relevant**: 11am-11.45am, Friday 6 March in Hall A4/A5 CityCube Berlin

For more information, contact:
Ryan Haynes / Megan McIntyre
Haynes MarComs
e: pr@haynesmarcoms.agency
t: +44 (0)7919 510051

About bd4travel
bd4travel delivers intelligent personalisation for travel, providing digital empathy and personal engagement with anonymous customers. The company was founded in 2013 by former Amadeus colleagues who realised that "personal relevance" has the potential to change the travel industry – and

that AI-driven personalisation is the necessary solution to provide the best web experience for each and every individual user.

Today, bd4travel provides a comprehensive solution tailored specifically to the challenges of the travel industry: to listen to its users, understand them and react with the most relevant service. Travel organisations profit from ready-to-go personalisation modules as well as powerful tools to create individual use-cases to enhance the user experience.

bd4travel is based in Germany and the UK. Its solutions are implemented at leading travel organisations in 16 international markets and are recognised with awards from leading travel organisations such as Phocuswright, Travolution and Travel Technology Europe. In December 2018, dnata – part of the Emirates Group – acquired a majority stake in bd4travel.

Discover more at www.bd4travel.com