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Press Release

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Travel Technology Europe 2018 – how digital and legal changes can reshape travel distribution

At TTE bd4travel will spotlight the understanding and management of individual customer value and benefits of GDPR

London (UK) – bd4travel, a leading provider of AI-driven real-time personalisation for travel businesses, is presenting enhanced solutions for two major challenges every digital travel business is facing today: Interacting with customers on a personal level while using their personal data in compliance with the upcoming EU General Data Protection Regulation (GDPR).

The fundamental principles behind GDPR are not to stop companies collecting data about customers. Rather it's to give individuals more control over their personal data by ensuring fair and transparent data processing. bd4travel believes that this can be an opportunity for the acceptance and demand of a new level of personalised services – also in travel distribution.

On day 1 (3:30 – 4:15pm) Andy Owen-Jones, CEO of bd4travel, will chair a TTE Tech Huddle which discusses the idea that GDPR can be an opportunity for personalisation in the travel industry. How can digital retailers effectively prepare themselves to differentiate effectively? At the same time, bd4travel's latest white paper release at TTE explains how to comply with GDPR while boosting the customers' shopping experience and achieving more sales.

bd4travels personalisation technology, which is currently implemented at leading OTAs in 11 international markets, receives a major upgrade by introducing new 'Lifetime Value' analytics module at TTE. It enables the recognition of the major impacting factors of an audiences' lifetime value and identifies ways to steer actions to improve the value. New functions for optimising remarketing and on-site campaigns complete the product enhancements presented at TTE.

Particularly, the product enhancements include the following benefits:

- **Lifetime Value:** By implementing bd4travel's latest analytics, OTAs gain a predictive view of the value of each visitor, including those who didn't book. Changes in booking flows, in origin of traffic or in configuration, feed through to show how well the site's audience is being managed.
- **Remarketing Optimisation:** SEM budgets can most effectively be spent on the users with the highest booking probability and projected revenue. bd4travel's real-time user profiles help marketers to optimise remarketing campaigns in Google AdWords at individual user level.
- **On-site Campaigns:** The new functionality of bd4travel's recommender and sort personalisation products merges product steering requirements with AI-driven recommendations to maximise commissions. Thus, on-site campaigns can be improved by steering pre-defined offers to particularly receptive users.

"Digital innovation will continue to transform the tourism industry in 2018. But at the same time, online travel faces one of the biggest data privacy reforms - and further new regulations can already be anticipated. We highlight what this new EU regulation means for customer centred digital distribution in the travel industry, which opportunities can be pursued and what actions need to be taken now. We invite all leaders in travel to check with us whether they are already in the driver's seat facing such an enormous digital and legal change," comments Andy Owen-Jones, CEO bd4travel.

bd4travel at TTE

Meet the bd4travel team – including Sean McDonald, bd4travel's new CCO – at Stand No. TT48.

Whitepaper:

For more insights on how to comply with the GDPR while boosting your customers' shopping experience, you can download a new and practical bd4travel white paper here: <http://bit.ly/2sDEmtD>.

About bd4travel

bd4travel is intelligent personalisation for travel – providing digital empathy and personal engagement with anonymous customers. The company was launched in 2013 by three former colleagues, who realised that booking travel online is often tedious and inefficient. With collective expertise in data and travel technology, including positions at Traveltainment, Amadeus, Virgin Atlantic, British Airways and Yahoo, the founders joined forces to improve the way travel is sold. bd4travel's solutions are recognised by leading travel organisations such as Phocuswright, Travolution and Travel Technology Europe. The company received multi-million euro venture capital funding in a round led by Hoxton Ventures and Talis Capital. bd4travel is based in Frankfurt, Germany and London, UK.

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