

Businesscase Easyvoyage

Employing scalable platform with no limitations
for their development.

The Company

Founded in 2000, Easyvoyage was the first French online information service catering to the holiday and tourism industry. They now see more than 6 million users a month and help them in preparing their next big adventure. Delivering high quality editorials and allowing the diverse comparison of flights, hotels, cars and vacations. They received the Travel d'Or accolade for the best comparison website in 2013.

The Case

Easyvoyage sought an affiliate network to help them approach a European market and increase their regular traffic in the area. Requiring an extensive approach to their tracking and reporting functions; many of our more in-depth insights were of great value to them. Representing these insights in a clear and understandable format would allow them to employ tactics that would be relevant to their approach and capitalize on their situation in the market.

The Answer

Starting locally, Easyvoyage utilized the TradeTracker network across France, and as they grew they could take advantage of TradeTracker's reach into the neighboring European countries of Italy, Spain, Germany and the UK. As Easyvoyage have matured, our scalable platform has adapted and developed alongside them.

TradeTracker supplied the descript and transparent information required for the analysis of their campaigns. This was pivotal in allowing them a more refined approach to their markets, enabling them to greater identify and capitalize on their strengths, while also identifying any hidden opportunities.



"We have been working with TradeTracker for two years now and we are very satisfied. Great team! Always very reactive."

Antoine Ardanuy, Partnership & Affiliate Executive Europe at Easyvoyage



Industry:

Travel

Features Used:

In-depth Information, complete insight.

A scalable platform, growing as they do.

Results:

Success expanding into international markets.

Easy Identification of untapped opportunities.