

Trivago Employ an Attractive Campaign

The minds at TradeTracker and Trivago combined to create a campaign that supports an array of materials and rewards publishers in a unique way.

The Company

As the largest hotel-search website in the world, Trivago is consistently the first brand to appear in an online search of 'hotel prices'. Bursting onto the scene in 2005, it now hosts more than 600 employees across the globe. Helping millions of visitors find their perfect accommodation with a database consisting of more than 750,000 hotels worldwide. Trivago aim to connect their wishful consumers with a suite of partners through an innovative, fast and user-friendly website.

The Case

Trivago needed an approach which worked with the unique way in which they attributed customers to their partnered hotels. As they do not handle the booking of a consumer themselves, the standard route of working with a cost-per-sale model was not possible. They were also focused on attracting a high quality audience. In order to cater to this audience they required in-depth data in order to gather a complete understanding of how they interact.

The Answer

Combining our thoughts on a strategic approach, TradeTracker and Trivago implemented a model in which affiliates are paid on a click-out model. The model was formulated allowing affiliates a commission payment every time they sent a visitor to Trivago, who then clicks towards a partner hotel's website. Following this model, the campaign grew successful and enjoyed abundant implementation as affiliates could earn multiple click-out commissions per visitor.

Trivago made significant steps to producing a vast catalogue of materials for a publisher to choose from. Over 1000 materials are now easily searchable on TradeTracker's library for publishers, with a range of banners, product feeds and search widgets.



"It is a pleasure to work together with TradeTracker because of its proactive approach, fast service and user-friendly interface!"

Céline Noppe, Online Marketing



Industry:

Travel

Features Used:

Custom Click-out Model.

Library Support of a Diverse Material Catalogue

In-Depth Publisher Insights

Results:

Affluent Use of Materials

Attracted Reputable Affiliates