



latentview

Actionable Insights • Accurate Decisions

# Amplifying Profit by Optimizing Bid Rates for 'First Spots'

**Client**

Leading Travel  
Website



## The Problem

In the OTA industry, securing first spots on travel aggregator sites at optimal rates has big impact on overall profitability.

### The Before State

Bidding rates set manually based on intuitions & experience led to either expensive over-bidding or underbidding, which reduced transaction volumes by 50% in half of the major markets upon drop in bid spot.

### The After State

**Net annual financial impact of \$532k** with the aid of cost reduction (optimized bids) of \$204k and increase in transactions (higher first spot ad placements) of \$328k.

### The LatentView Solution

Developed a tool which analyzed the number of quoters, transactions and purchase rates at days to arrival level for each city to forecast the most optimized bids for 'first spots' on travel aggregator websites.

## About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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