



## QL2 Collaborates With Online Travel Agency\*

### BACKGROUND

A global Online Travel Agency (OTA)\* uses QL2 to analyze their competitive position in several key verticals—hotels, airfare, rental cars, and vacation packages. The data obtained from these searches helps the OTA understand competitiveness in the marketplace and make the necessary adjustments to stay ahead of their competitors.

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**25 million+ unique searches across 600+ unique websites and Points of Sale monthly**

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\*We have omitted the name of the Online Travel Agency for privacy and contractual reasons.

## GOALS

Answer the following questions:

### FLIGHTS

- What flights do I not have on my site that are being offered by either Carrier sites or other OTAs?
- For the same class of service, am I priced at parity, higher, or lower than the competition?

### RENTAL CARS

- Is my rental car offering competitively priced?

### HOTELS

- For the lowest cost room, am I priced at parity, higher, or lower than the competition?
- How am I performing in rankings on meta sites like Google, TripAdvisor, and Trivago?
- What is my ROI when spending on Google AdWords?

### VACATION PACKAGES

- Do I have options in the marketplace that are equal to or better than my customers?



## RESULTS



Increased revenue and bottom line profits by making well-informed pricing decisions.



Discussions with suppliers are facilitated by access to QL2's hard data.



Integrated process that allows for control over every aspect of data collection & gathering.



Teams of analysts have access to hundreds of millions of data points formatted for quick analysis and decision making.