



Booker Centric

Intuitive Booking Technology

Vishal Alimchandani



What is Booker Centric?



Intuitive Booking Technology

Maximise conversions + Increase revenue per booking



↑ 30%



How we work

A choice of two

- Fixed fee
- Risk free



Direct bookings campaign

The risk free model





Conversion Rate Optimisation

Maximise your results



Conversion Rate Optimisation

Maximise your results

B

Brighton Beach Hotel



Check-in 24 February 2012 **Book now!**

Welcome to our hotel!

Latest Offers

incentive

Join our Newsletter

Book now!

Conversion Rate Optimisation

Maximise your results

A

Brighton Beach Hotel



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Latest Offers

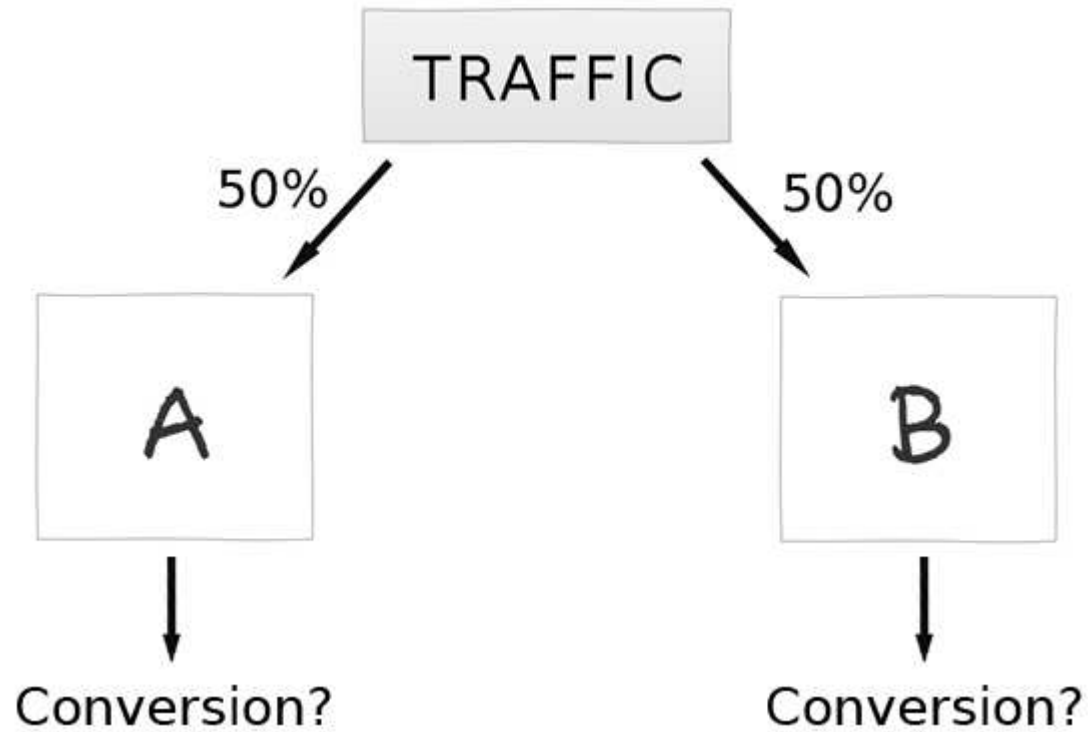
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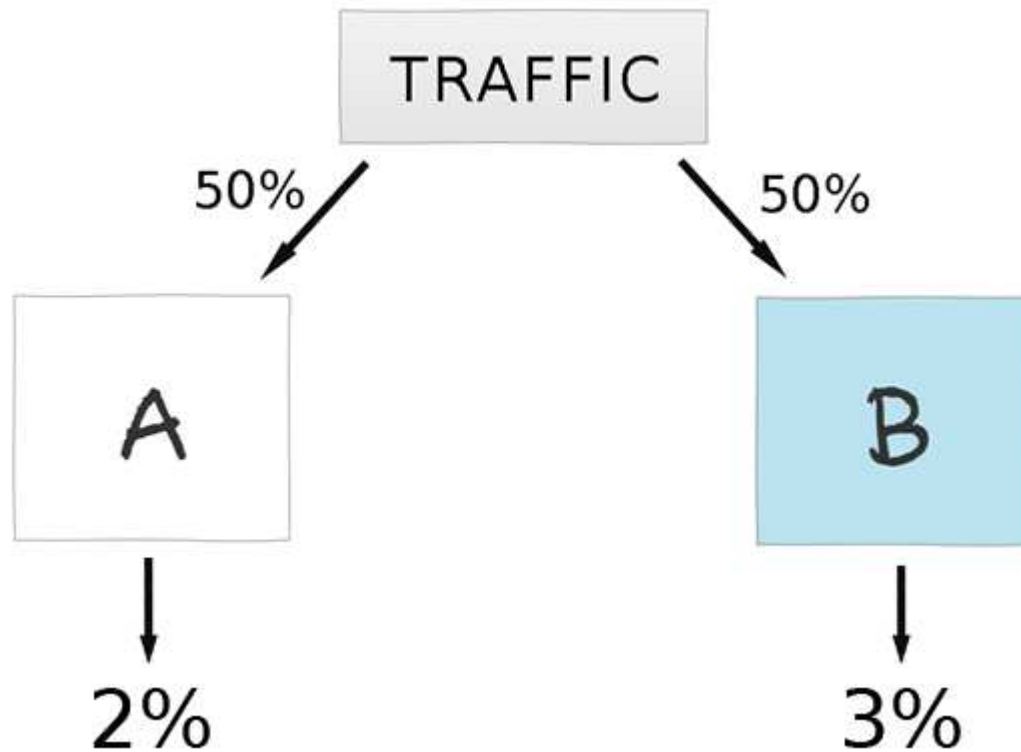
Conversion Rate Optimisation

Maximise your results



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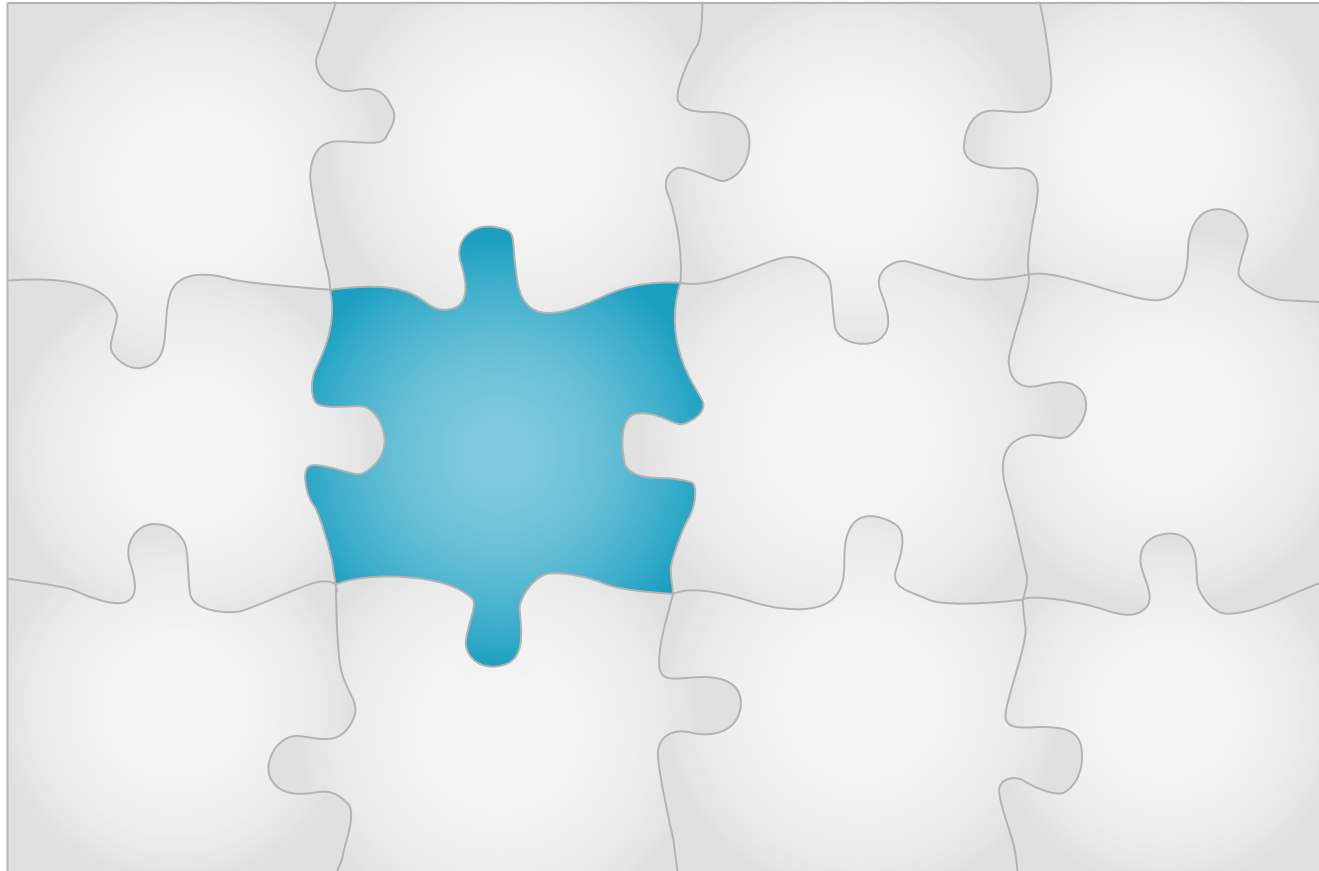
2% → 3%

10k € → 15k €



Interfacing

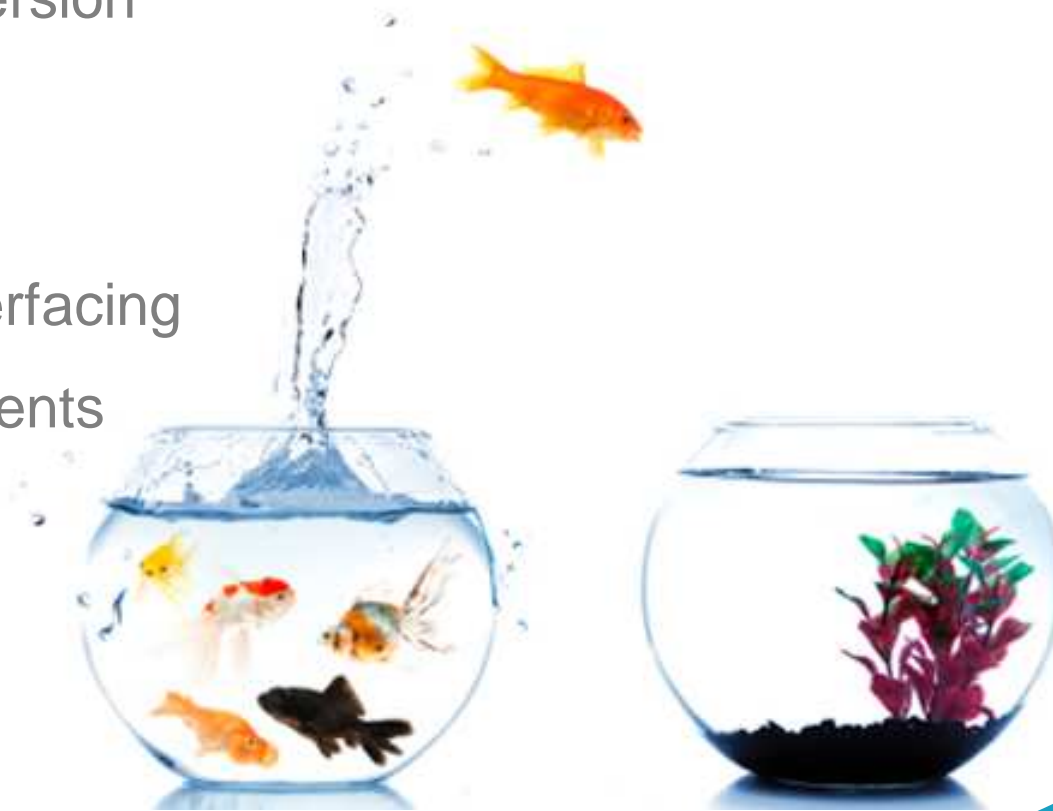
Time is money



Key Points

Why Booker Centric

- A focus on Conversion
- Flexible fixed fee
- Risk free
- Partners and Interfacing
- Future developments



Thank you!



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