

RedSeer helped a top-5 travel portal in restructuring their monetization strategy

Situation

Client: Top 5 player in the Indian travel portal market

Situation: Client had a diverse set of offerings on the portal and the web-traffic was high. However, monetization was limited and there was competition from different set of market players.

Approach

India Travel Market Assessment

RedSeer analyzed the existing travel portal market by different offering segments

Consumer Behavior Analysis

A demographic level analysis was conducted to understand user preferences

Brand Perception Study

Client's brand perception and market positioning was analyzed within target group

Gap Analysis

Potential opportunities for monetization were identified and analyzed

New Service Offering

RedSeer designed a new service offering that can help the client monetize the traffic

Impact

Client experienced a 20% surge in overall revenue and 30% surge in web-traffic