

## How Tripjack Used Vervotech Room Mapping Tool To Increase Conversion Rate



Tripjack operates in the B2B market, which shows targeted room listings using the vervotech room mapping tool. **The client observed an increase in the conversion rate by a mighty 30%.**



### Our client

Our client Tripjack is a B2B travel company providing white label services to travel agents, tour operators, and travel distributors. **Tripjack works with 23+ suppliers to render its services.** The company offers services through an exclusive agent travel portal and offers value to its customers through commissions and lucrative deals.

### Challenges

Our client sourced hotel room data from **23+ suppliers and being in the B2B marketplace the biggest challenge** for them was to show the targeted offerings to their customers. And, them being unable to do it was costing them sizeably.

The target market of our client comprised tour operators, travel agents, and other travel distributors. And interestingly all these players were in the business of price game - their objective was to book the least priced rooms with the best available amenities in same price.

Hence, our client was not able to show targeted room group to its customers, and was forced to show large data sets, which often resulted in following

Duplicated Room Entries

Bad User Experience

Decreased Brand Value

Unreliability

Drop in Conversion Rates





Vervotech's Room Mapping tool helped us strengthen our brand image, we are able to churn out all the duplicate listings from our portal. Also, we witnessed significant improvement in conversions and customer satisfaction.

**Hasan, Director**



## The vervotech solution

Once our client Tripjack reached out to us with the aforementioned complication, we straightway advised them to use Vervotech Room Mapping Tool to curate supplier data, and show only data sets, which are ideal for their customer base and align with their consumer psyche.

Moreover, our client already had great clarity about the expectations of their ideal customer, whose first priority was to book hotel rooms at the least possible price. Yet they would not make buying decisions entirely based on price, they would still look for standard data. Again, to map and organize room data, using Vervotech's room mapping algorithm was instrumental to them.

## Outcome in numbers

- Conversion rate was **up by 30%**
- Drop rate was down **by 30%**
- User experience ratings were **up by 37%**

## The outcome

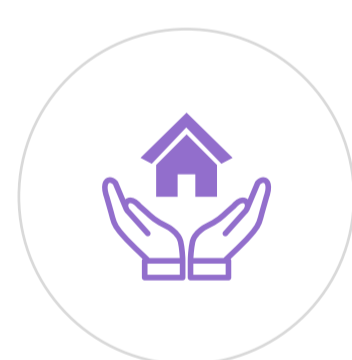
After using Vervotech Room Mapping tool, our client was able to show targeted least priced hotel entries first, and also managed to get rid of duplicate room entries from their travel portal. Apart from low to high price-sorted listings, our client was able to neatly display following standard data sets



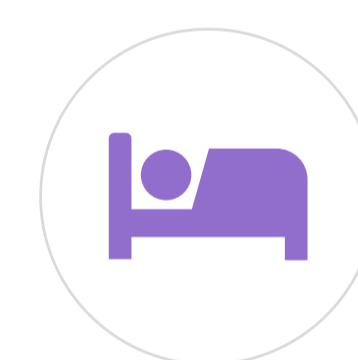
Room type



Room Descriptions



Amenities



Room Policies



Images

## About Vervotech

Vervotech is a leading [Hotel Mapping](#) and [Room Mapping](#) API that leverages the power of AI and ML to quickly and accurately identify each property listing through the verification of multiple parameters. With an industry-best coverage of 98% and an accuracy of 99.999%, Vervotech is quickly becoming the mapping software of choice for all leading global companies operating in the travel and hospitality industry.

If you are interested to learn more about Vervotech and the ways, it can enhance your business in the long run contact us



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