

## The One platform: Travel & Leisure

Your potential customers are getting savvier at selecting travel & leisure providers: they use a wide variety of terms to research options and pricing, find opinions and validate their choice. How can your online presence meet their expectations while factoring in seasonality, availability, trending locations, language nuances and the growing influence of reviews? One from Hydra combines insights from Natural Search, Paid Search and Social Media and uncovers opportunities so you can intelligently improve your look-to-book ratio.

One from Hydra helps you:

- **Get creative with WordBank**  
Identify location trends and product interest for your geographical regions and inform strategy through intelligent recommendations of high visibility keywords across Natural Search, Paid Search, and Social Media.
- **Apply changes with one click**  
Intelligent grouping options allow you to modify campaign elements using keywords from the same family, for the same location or in the same language.
- **See the whole picture**  
Flexible manipulation of integrated data (Natural Search, Paid Search and Social Media) allows you to identify top performers by location, type of holidays or revenue, and reveals connections you can translate into efficiencies.
- **Focus on high value**  
Receive recommendations for the channel that best promotes your current availability before you set campaigns live so you only spend time and money on what will generate the best look-to-book ratio.
- **Understand your sphere of influence**  
Evaluate the impact of your online presence and receive actionable insight so you can prepare for season fluctuations and become a year-round leader in your industry.
- **Find competitive advantage**  
Using competitor analysis you can automatically acquire price data from competitors to assess your own price points, get advice on how to use this to your advantage and stay one step ahead.
- **Work smarter**  
Plan marketing spend through intelligent recommendations for the best keyword-to-channel combinations based on seasonality and proactively define the right amount of effort at the right time of the year for each of those channels.

The support from our expert consultants will help you define the best setup to meet the travel & leisure needs of your organisation and make sure the One platform grows with your business.

