

rapidbounce

ONLINE EXCELLENCE



We are rapidbounce.

rapidbounce provides IT consulting personalized services specializing in **pricing strategy**, in **brand awareness** and in **online reputation management** of hotels and tourism properties.

Expert insight, considered care and innovative internet-driven marketing are our **competitive advantages**, provided to hotels or tourist units in Greece and abroad since 2010.



EMPOWERING YOUR BUSINESS

Unique competitive advantages

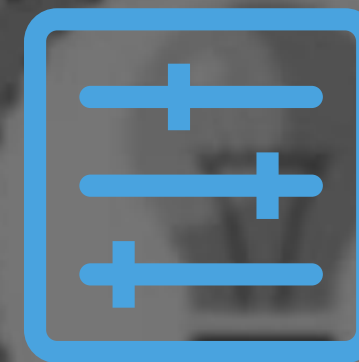
- Huge revenue and reservations **increase** (up to **150%** annually)
- Cost **reduction** in OTA's commissions
- Raise your **competitiveness**
- Boost your **brand name awareness**
- **Data** mining and analysis
- Continuous customer **support**

WHAT WE DO



OFFLINE STRATEGY

- Room types determination
- Determination of pricing strategy



MONITORING & REPORTS

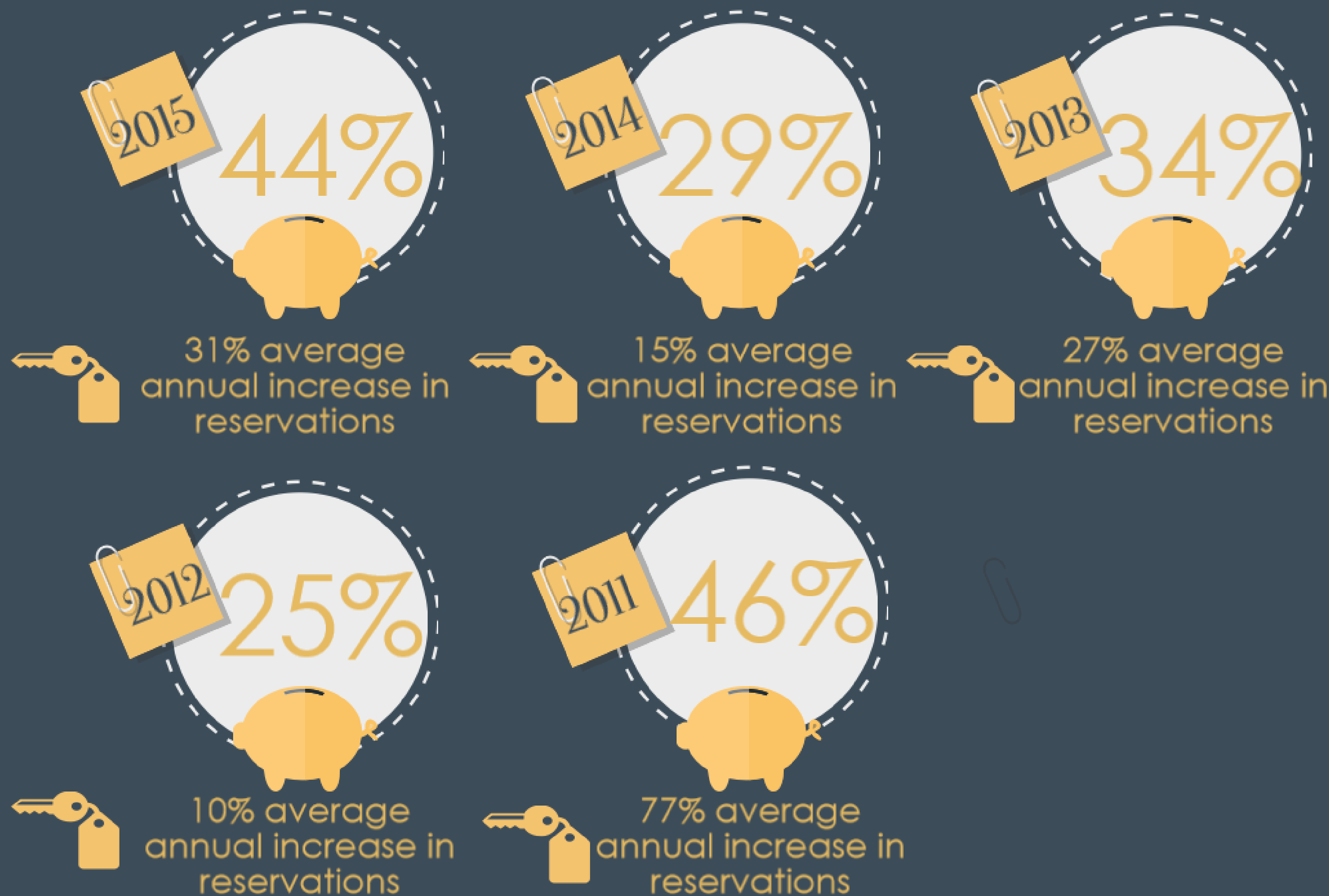
- Analytics
- Booking Channels Management
- Reports Data
- Remarketing



WEBSITE & DIGITAL MARKETING

- Branding
- Mobile app
- Social media
- Email marketing
- SEM

AVERAGE ANNUAL REVENUE INCREASE



We maximize your hotel's profitability!

The above data has been calculated on reservations made through the WebHotelier Booking Engine, excluding other Booking Channels

Data Source: WebHotelier

Time Periods Calculated: January to August per annum

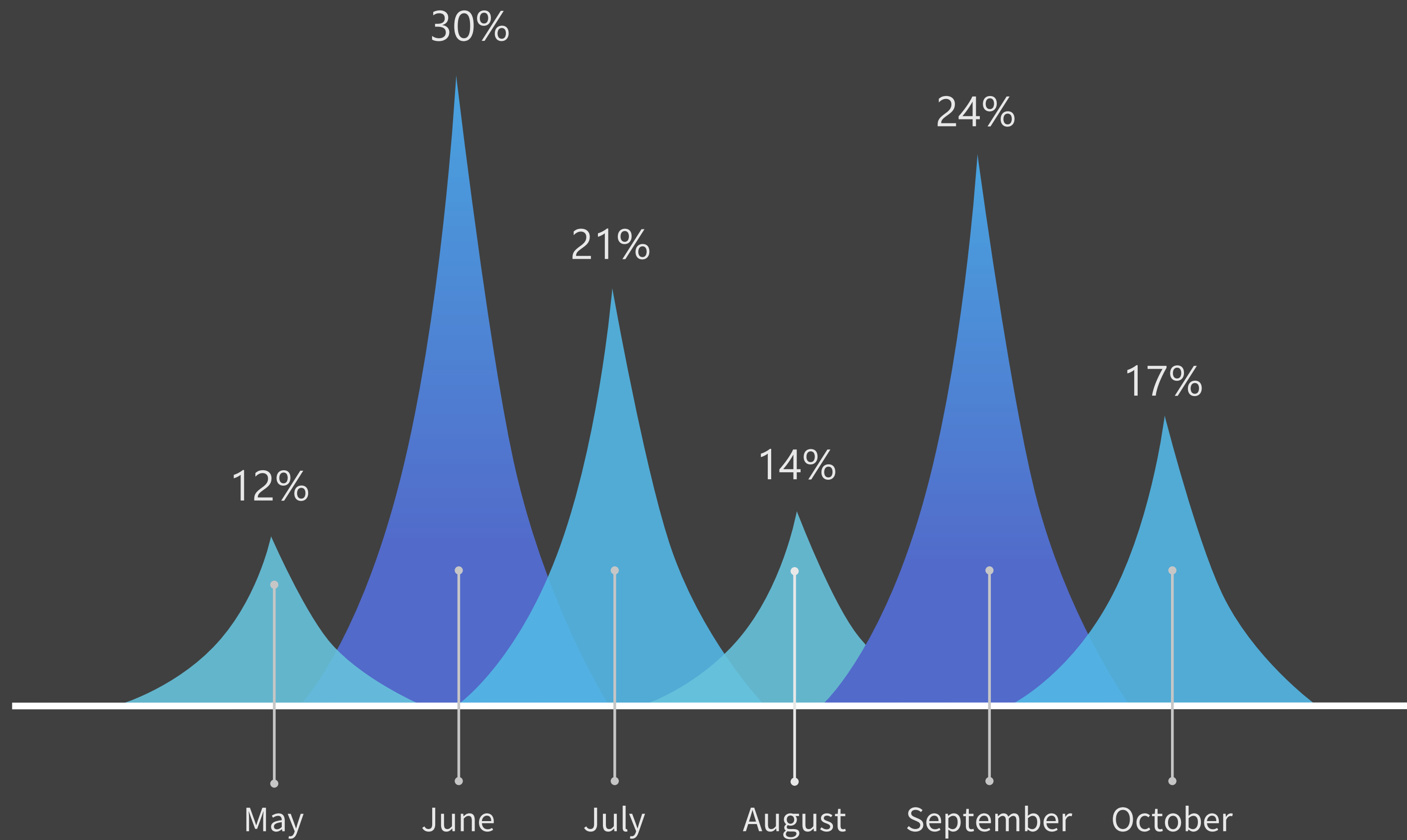
WHAT WE DO

Increase in reservations through the hotel's website



Channel/Revenue Management

Installation and management of booking channels

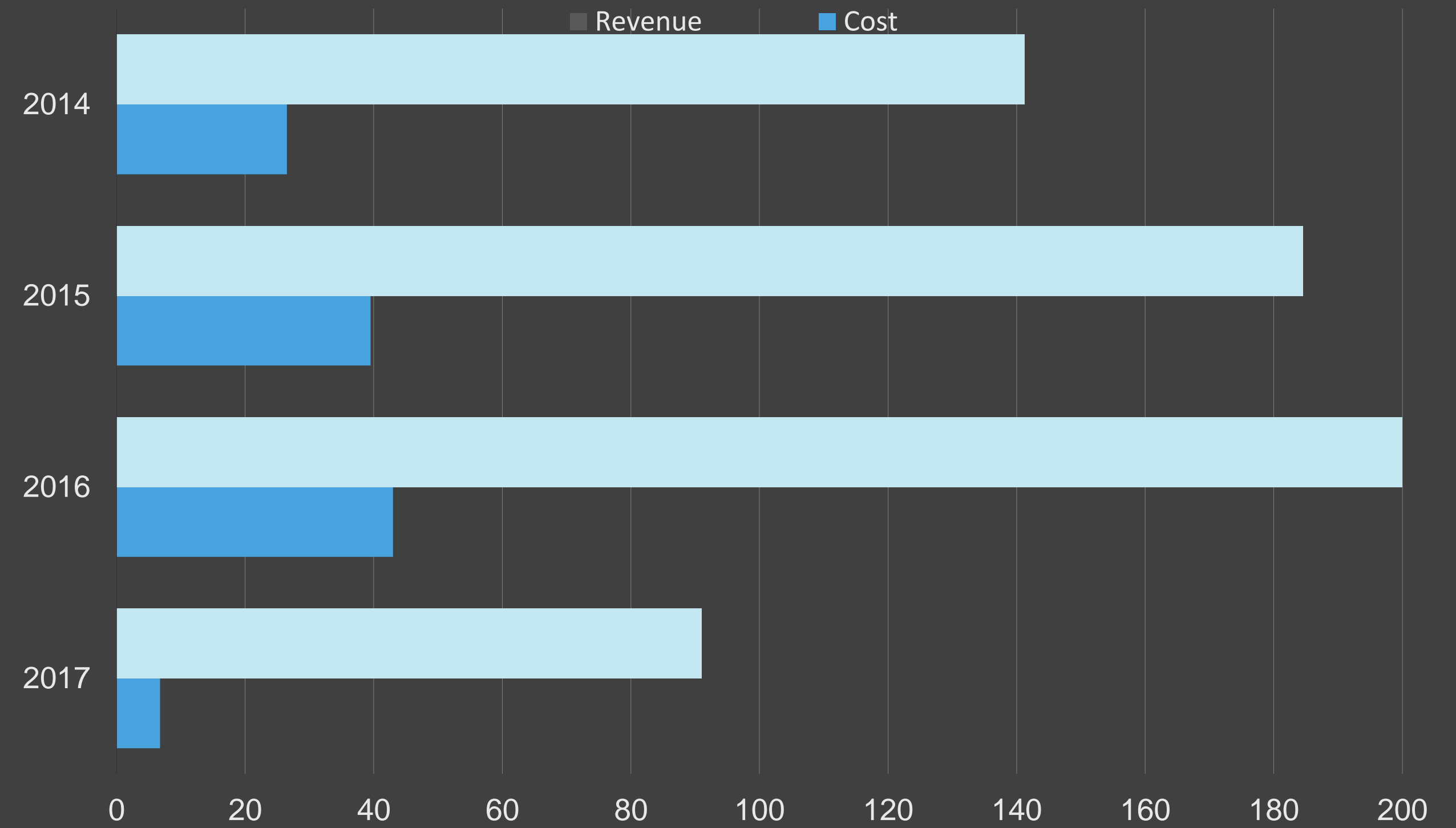


WHAT WE DO



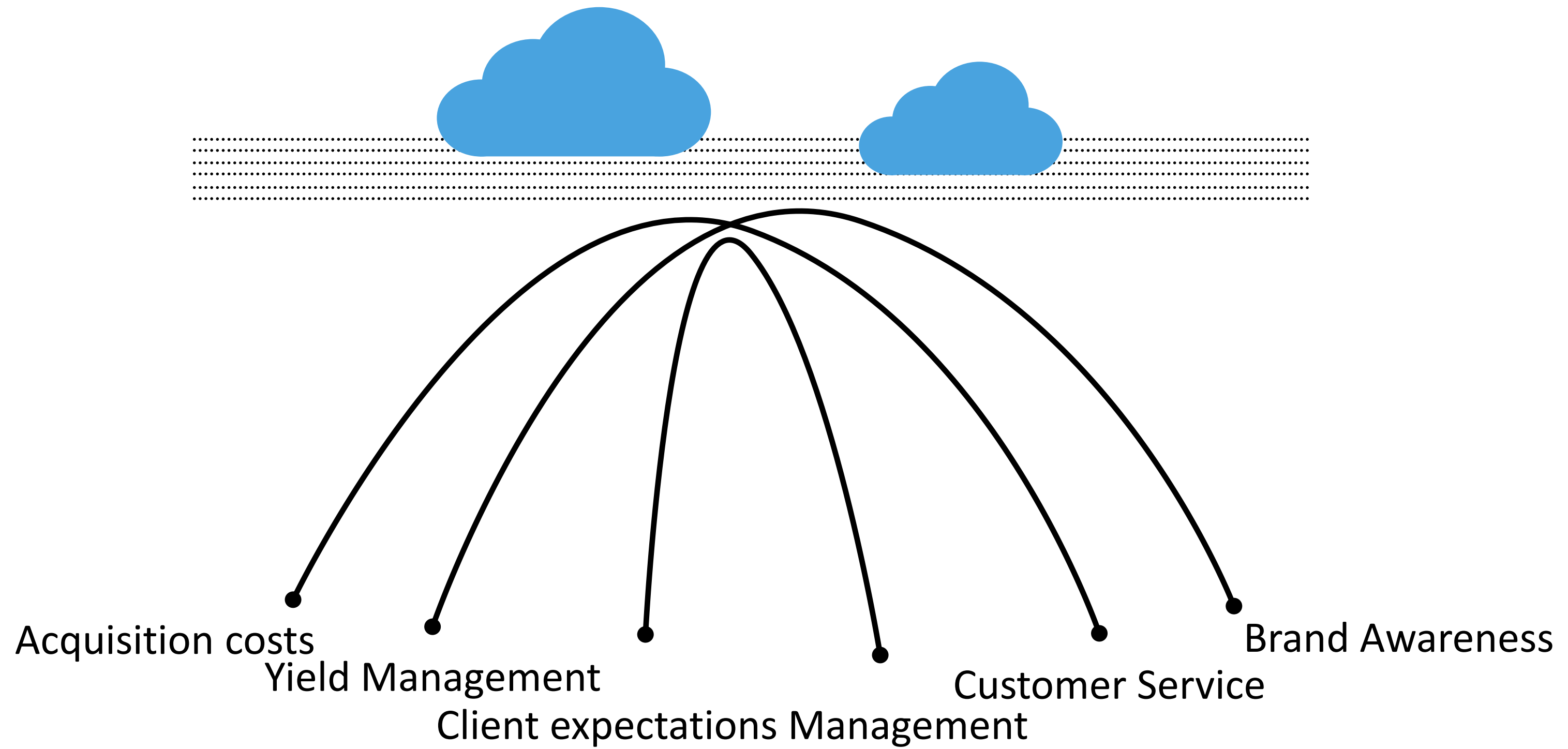
Google AdWords Campaign

Revenue — Cost



HOW IT WORKS

The Challenge



HOW IT WORKS

The Solution

Innovative
Personalized
Digital & Offline
Services

Quality

rapidbounce
ONLINE EXCELLENCE

Efficiency

- Knowledge
- Innovation
- Business Intelligence
- Always-better approach to clients' needs

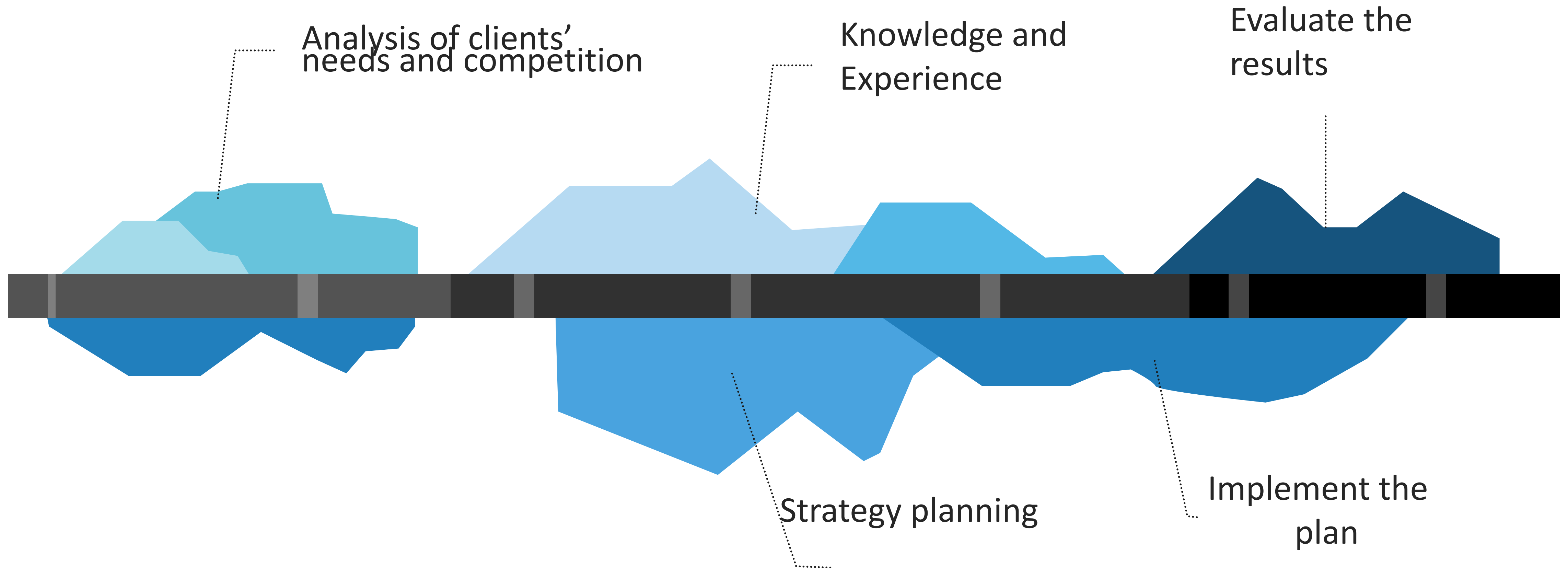
HOW IT WORKS

Techniques

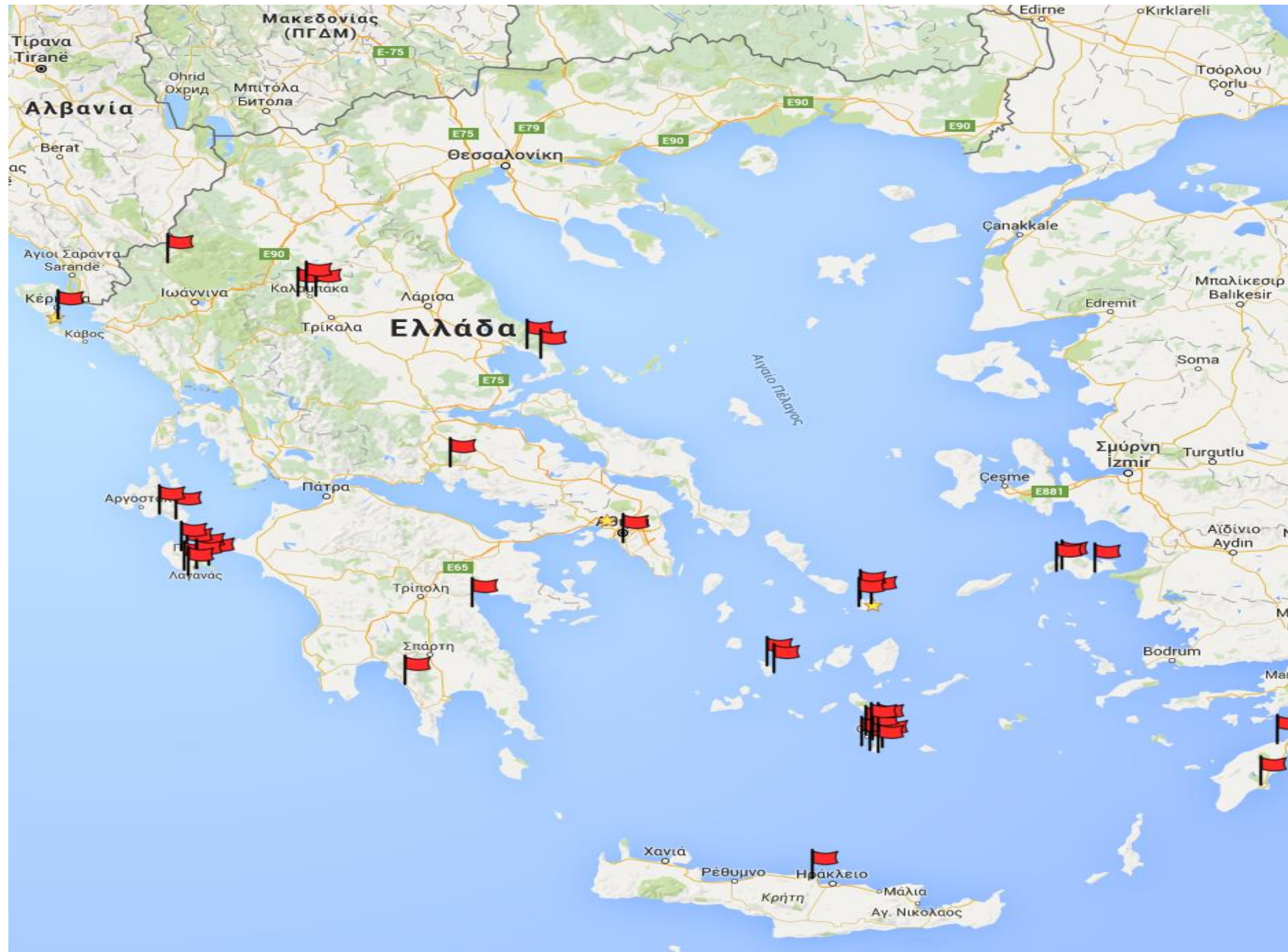


HOW IT WORKS

The road to Success



Dozens of satisfied clients.



*Our expert team has helped dozens of hotels and tourism properties **grow** in Greece and abroad since 2009.*

Portfolio of our clients' Brands



Case Study “Kymothoe Hotel”



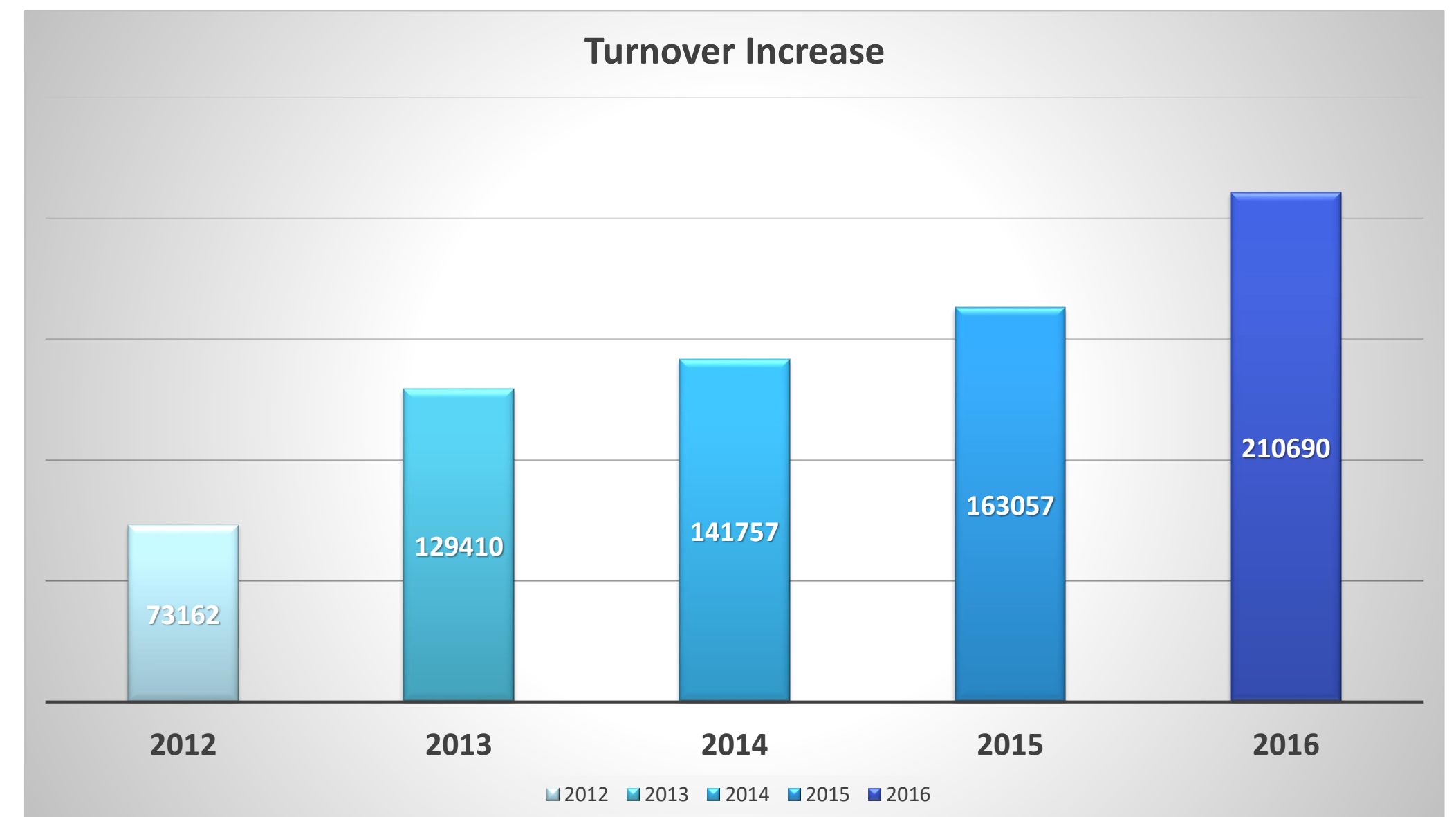
Project Summary

- **Client:** Kymothoe Hotel
- **Service provided:** Website design, Pricing strategy, Remarketing, SEO/PPC
- **About:** 9 Luxurious apartments in Akrotiri, Zakynthos

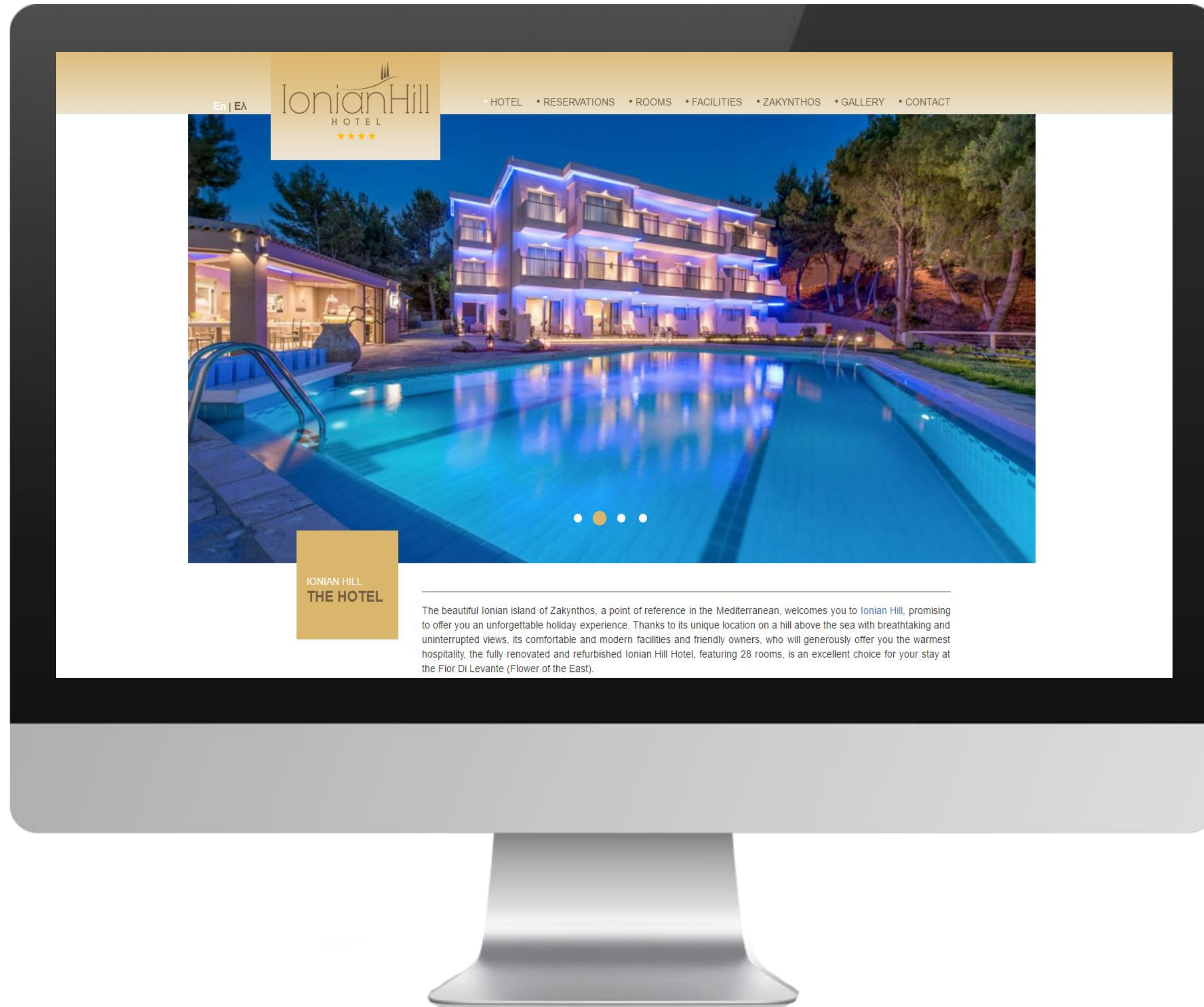
What we did

rapidbounce team completed several stages of competitor analysis before researching the digital opportunities for Kymothoe Hotel. Furthermore our development team was able to deliver, even with a tight deadline, a modern and easy-to-use website. With the site complete, our marketing team devised and deployed a full marketing strategy focused on fast growth through reach and exposure. This involved multiple booking channels, banner/display ads, email marketing and SEO and PPC strategy.

What we achieved



Case Study “Ionian Hill Hotel”



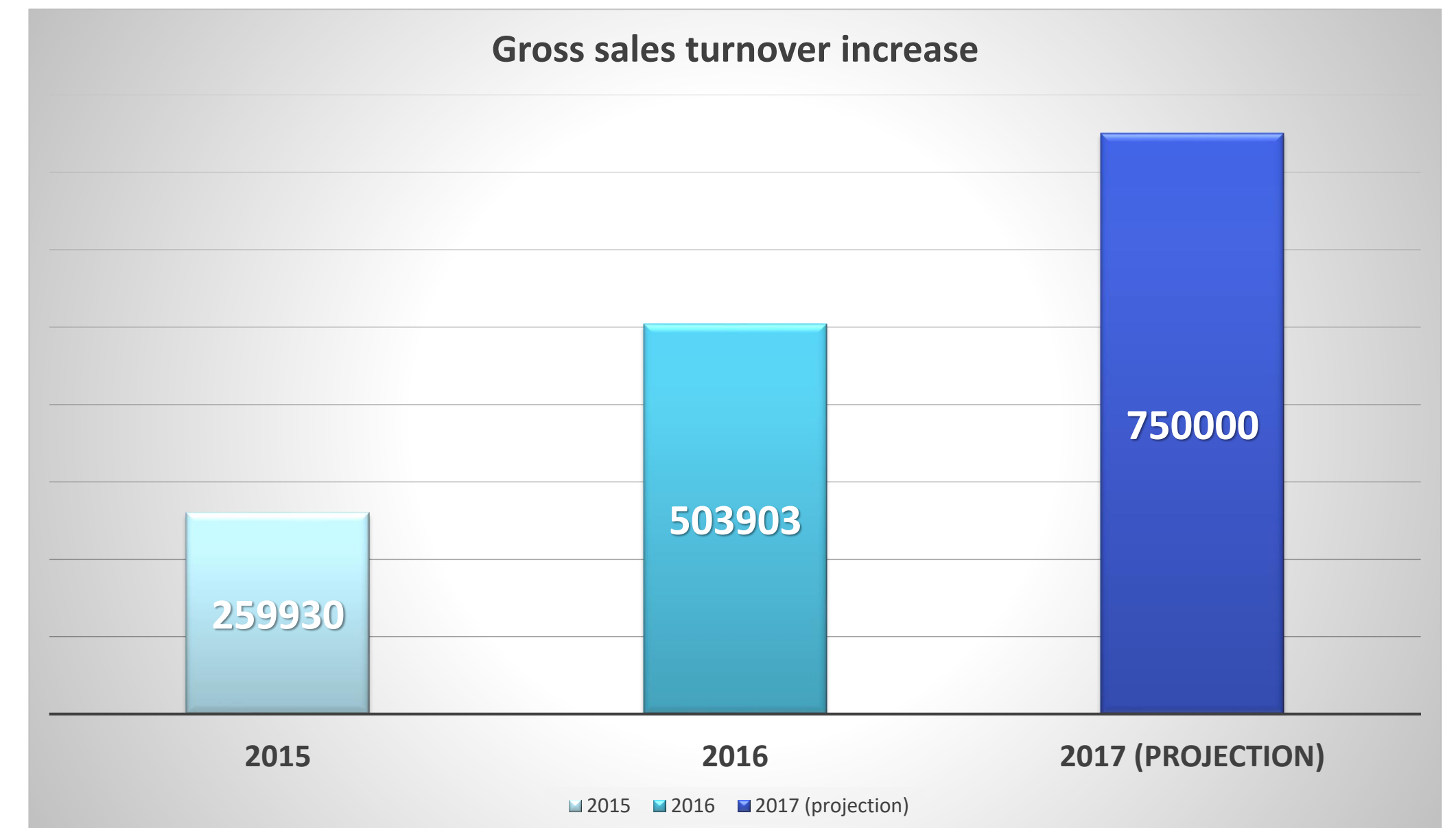
Project Summary

- **Client:** Ionian Hill Hotel
- **Service provided:** Website design, Pricing Strategy, Channel Management, Google AdWords Management, Remarketing
- **About:** 28 fully renovated and refurbished rooms in the island of Zakynthos

What we did

rapidbounce provided full support in the areas of website design and tracking, paid search, display advertising and remarketing. Search-based campaign ensured that Ionian Hill hotel reached top of page one, for their main keyword, which helped to lead through to unique “from-scratch” website, built from our experts as well as high increase of sales.

What we achieved



Case Study “Mandilaria Studios”



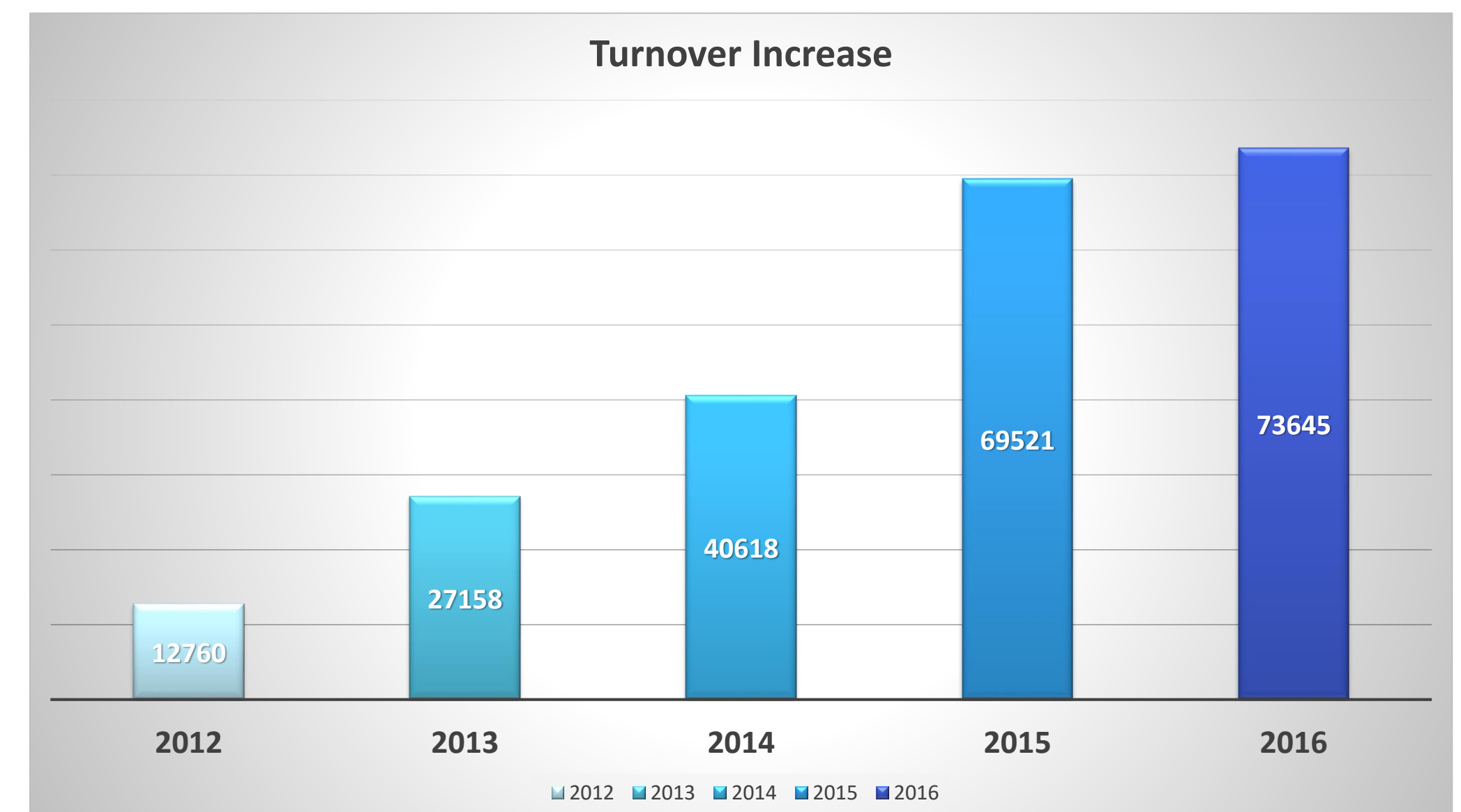
Project Summary

- **Client:** Mandilaria Studios
- **Service provided:** Website design, Branding, Pricing Strategy, Channel/Revenue Management, Google AdWords Management
- **About:** 12 airy and sunny studios in Emporio, Santorini

What we did

rapidbounce team created an entirely new website “from-scratch” in addition to a complex and effectively Google AdWords campaign after monitoring keywords worldwide. Moreover the Channel/Revenue Management and Reservations Management from our team, had offered to hotel owners the chance to increase hotel’s customer service quality and facilities. As a result we made a huge turnover and reservations increase last 5 years.

What we achieved



Mobile development



Mobile bookings in travel have grown by **1700%** between 2011 and 2015, moving from **1% to 18%** of online revenues.



31% of consumers will search their next trip from a mobile device.

Smartphone share of online travel bookings
(Q2 2016 vs. Q2 2015)



Indicative portfolio of our clients.



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Thank you.



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