



## HouseTrip Drives Incremental Bookings with Criteo's Email Solution

*Delivering contextualised and targeted emails increases open rates by three times leading to higher than average click-through rates and more bookings*

**London – 24th February , 2016** – [Criteo](#) (NASDAQ: [CRTO](#)), the performance marketing technology company, is working with leading holiday rental marketplace, HouseTrip, to drive incremental bookings by engaging with potential holidaymakers through tailored emails. In 2015, HouseTrip delivered over two million personalised emails with Criteo's email solution, experiencing an open rate three times higher than that of traditional travel emails. As result, click-through rates are higher than average, bookings have increased and the cost of sale targets were achieved within one week of launch.

Criteo's email solution sends targeted and relevant emails to consumers who have visited HouseTrip's website but not yet purchased. The information in the email is based on the user's browser history, ensuring that the content is relevant and in a format that is best suited to each individual. The highly-personalised nature of the email increases open rates, improves click-through rates and drive sales.

"Keeping in contact with consumers who have visited our site but have not converted has always been a challenge for us. By implementing Criteo's email solution we are now able to trigger real-time emails that are more individualised and contextual which has proven to be extremely successful in bringing users back to our website. Working with Criteo is effortless because it does all the heavy lifting; all we had to provide for the email campaigns was our content and Criteo took care of the rest. The results have been impressive, cost of sale targets were achieved within one week of launch with improved open and click-through rates," said Rumyana Miteva, Head of Performance Marketing, HouseTrip.

"Email is still the preferred tool for the majority of marketers. It can now be highly personalised and deliver relevant and timely content that consumers can easily open on any device, at any time. Organisations, like HouseTrip, are using email to create engaging and personalised campaigns which improve user experience and increase sales," said Jon Buss, Managing Director, Northern Europe, Criteo.

Since Criteo expanded its performance display offering to include email, it has worked with brands to improve click-through and conversion rates from email marketing campaigns. Criteo's report in the [State of Email Marketing](#) found that personalised marketing emails produce 4x higher open rates and 5x the click-through of non-personalised messages. The report also reveals that conversion rates from personalised email marketing are 5x higher than social media and 1.5x better than display advertising.

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## **About Criteo**

Criteo (NASDAQ: CRTO) delivers personalised performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. As of December 31, 2015, Criteo has over 1,800 employees in 27 offices across the Americas, EMEA and Asia-Pacific, serving over 10,000 advertisers worldwide and with direct relationships with close to 14,000 publishers. For more information, please visit [www.criteo.com](http://www.criteo.com).

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## **About HouseTrip**

HouseTrip was founded in 2010 by husband and wife team Arnaud Bertrand and Junjun Chen. It has rapidly become one of the hottest companies on the London and European start up scene, and is one of the largest holiday rental websites in the world, offering holidaymakers and holiday homeowners a safe and easy-to-use platform to find, book and list holiday apartments, houses and villas securely online. There are currently more than 360,000 properties to choose from in over 20,000 destinations worldwide, with an average of 3,000 new listings added each week. Most of which are available to book with the new flexible options of free cancellation and split payment facilities.

The company is one of Real Business's Future 50, was ranked the "Number 2 Start-up in London" by Wired magazine in 2012, listed in the Top 50 Travel Websites by The Times in 2013 and in 2014 was nominated as one of The Next Web's Tech 5.

For more information, visit [www.housetrip.com](http://www.housetrip.com).