



ITB China, 10-12 May 2017

Expedia Affiliate Network: Stand 561

Expedia Affiliate Network launches Deals Finder to drive partners' online conversion rates and increase brand loyalty

10 May 2017: Expedia® Affiliate Network (EAN) has launched Deals Finder, a new tool which surfaces the best available hotel deals for partners to power their marketing campaigns, driving online conversion and increasing brand loyalty.

EAN partners with hundreds of businesses across 92 countries, giving them access to world-class accommodations and supporting them with the expertise and technology to help their travellers find the perfect hotels for their next trips. EAN Deals Finder, available as an additional tool to EAN partners, is home to all of EAN's 650,000+ hotel deals available up to 18 months ahead of booking date.

Surfacing hotel deals in seconds, EAN Deals Finder is a simple user interface designed with advanced filtering features, including star rating, percentage discount and customer travel dates. The best hotel deals can then be used to power the partner's merchandising activities, such as email campaigns, banner advertising and landing pages.

Ariane Gorin, Senior Vice President and General Manager, EAN brand, says: "Research shows that one of the top reasons people sign up for emails is to access discountsⁱ, which makes effective merchandising crucial in driving conversion and brand loyalty. EAN Deals Finder allows our partners to easily surface the type of deals their travelers are searching for, driving higher conversion and higher customer retention. EAN's ability to provide leading rates and availability is testament to the reach of our global lodging supply teams and our relationship with hotel partners across the globe."

EAN Deals Finder is now available online, with no integration required for partners. For more information on EAN Deals Finder and to explore how EAN can support your business, go to: www.ean.com.

ENDS

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ⁱ Source: Adestra, “2016 Adestra Consumer Adoption & Usage Study” conducted by Flagship Research, March 24 2016.

About Expedia Affiliate Network

[Expedia® Affiliate Network \(EAN\)](#) is a global B2B brand within the Expedia group that powers the hotel business of leading airlines, top consumer brands, online travel agencies and thousands of other partners through its API and template solutions.

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