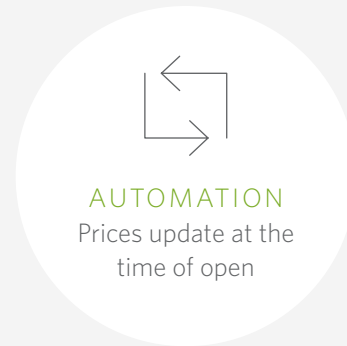


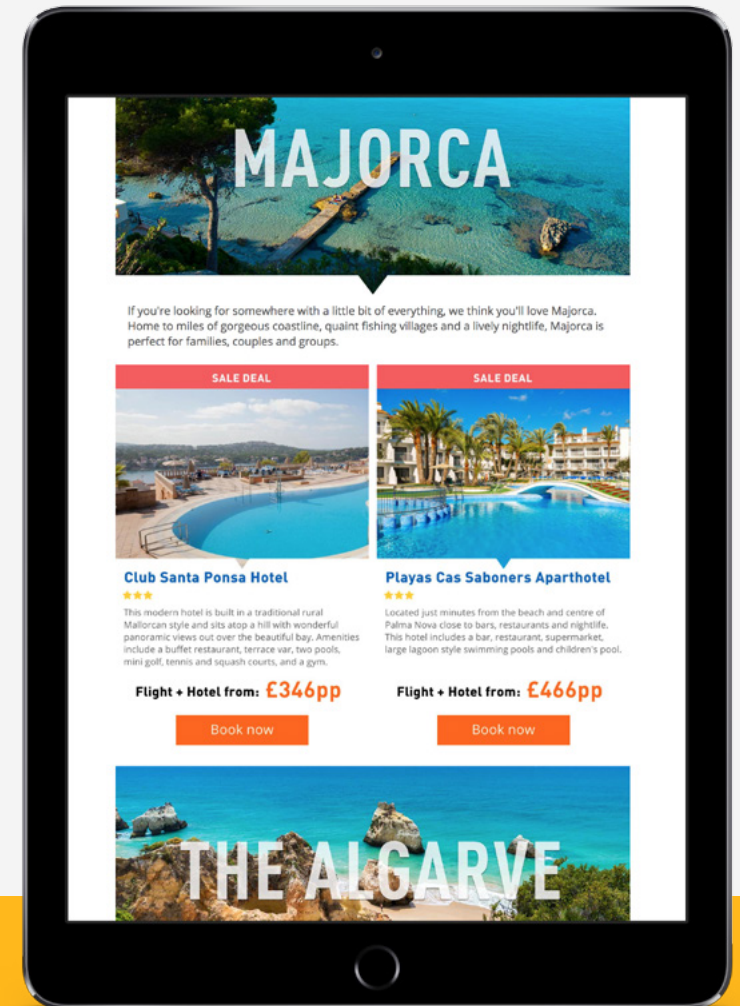
# Automated deals, live prices

Travel Republic have fully automated their weekly deals email. Each email contains 9 deals; previously they sent 2 versions of the email but now they are able to send 8 different versions, geo-targeted to recipients based on their local airport. Their API returns available deals depending on variable parameters such as price and availability. All pricing is live, updating automatically at the time of open so the deals are never out of date.



*Kickdynamic has enabled operational efficiencies whereby, in the same amount of time, we are now able to generate over 3x the volume of deals to promote in our weekly deals emails. Kickdynamic has also enabled live pricing in our emails which means the price is live and up to date at the time of open for our customers.*

Talha Ihsan, CRM Manager, Travel Republic



- ✔ Connect to API
- ✔ Automated weekly deals
- ✔ Live pricing at the time of every open