

PRESS RELEASE

Boulogne-Billancourt, 31 May 2017

Thomas Cook strengthens the digital strategy of its 450 travel agencies using the BRIDGE platform by SoLocal Group

Since the deployment of BRIDGE last December, the group has seen a fivefold increase in traffic on its Jet Tours and Thomas Cook store locators

Thomas Cook, the pioneer of package holidays, has deployed the BRIDGE platform by SoLocal Group, across its 450 travel agencies. The company was facing three major challenges: optimizing online search referencing and the visibility of its agencies in search results, sending qualified leads and traffic to its outlets, and improving the customer experience and customer satisfaction through personalized tracking from online search through to the physical travel agency.

Since the deployment of the BRIDGE platform, the Thomas Cook Group has recorded:

- Nearly 1,500 contact forms sent to its agencies,
- More than 750 calls per day coming from its online store locators,
- Five times increase in their audience, with 43% of all traffic coming from Google organic search results along with a threefold increase in mobile traffic.

Comments from Hervé Witasse, Director of e-Commerce at Thomas Cook:

"When we redesigned our jettours.com site, we wanted to have a multi-channel dimension as a key element of the site navigation system and to develop a symbiosis between the website and our physical sales channels. With the help of the BRIDGE team and six months of collaboration, we constructed our new online to offline platform for the Jet Tours site, which had been in decline. We saw immediate results after we put our two store locators online, with a tripling of traffic in the first weeks – and it has continued to increase since – thanks to the improvements in search engine indexing. Today, the BRIDGE solution lets us measure, in real time, the qualified leads sent to each agency by phone or via the online quote form. We have seen an impressive level of answered calls and a very strong conversion rate on the first sales reported by our agencies."

The objective for Thomas Cook in 2017 is to develop their sites using innovations that improve customer satisfaction and highlight both the expertise and the products sold within the network.

Comments from Cyril Laurent, Co-founder and CEO of BRIDGE platform by SoLocal Group:

"We are thrilled to have been selected by a tourism industry giant like Thomas Cook. Even more so, it's clear that all businesses and brands need to invest in the online presence of every one of their locations. This is further proof that online to offline is a key source of growth for companies and it is one with limitless potential. For each agency and salesperson, it is now possible to "reach out" via the web to the very large number of customers who want a real-life person to accompany them on their purchase journey. These technologies have reached a new level of maturity that is leading our clients to choose SaaS providers to accelerate their operational deployment. Clients are benefiting from the innovative services which enable them to target all customer facing channels within their online strategy, whether on their own sites, in SEO, in SEA, on social networks or the main hubs of local online traffic."

About Thomas Cook

Pioneer of travel packages, Thomas Cook plc is a major player in the tourism industry in Europe and throughout the world, with more than 22 million clients. In France, Thomas Cook is the name behind the number one tourism and leisure network and Jet Tours is the fifth largest tour operator with approximately 10% of the market. The business has almost 450 points of sale across France and over 1000 partners. Its omnichannel strategy means that clients have access to a wide range of ways of making a reservation (Internet, phone or physical travel agency).

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About BRIDGE by SoLocal Group

BRIDGE is the leading online to offline marketing platform helping brands and retail networks capture local search traffic and convert it into in-store footfall. More than 220 brands around the world trust BRIDGE and use the Store Locator, Local Pages and Online Listings products daily.

About SoLocal Group

SoLocal Group, European leader in local online communication, reveals local know-how, and boosts local revenues of businesses. The Internet activities of the Group are structured around two business lines: Local Search and Digital Marketing. With Local Search, the Group offers digital services and solutions to clients which enable them to enhance their visibility and develop their local contacts. Thanks to its expertise, SoLocal Group earned the trust of some 490,000 clients of those services and over 2.4 billion of visits via its 4 flagship brands (PagesJaunes, Mappy, Ooreka and A Vendre A Louer) but also through its partnerships. With Digital Marketing, SoLocal Group creates and provides the best local and customised content about professionals. With over 4,400 employees, including a new orders force of 1,900 local communication advisors specialised in five verticals (Home, Services, Retail, Health & Public, BtoB) and Internationally (France, Spain, Austria, United Kingdom), the Group generated in 2016 revenues of 812 million euros, of which 80% on Internet and ranks amongst the first European players in terms of Internet advertising revenues. SoLocal Group is listed on Euronext Paris (LOCAL). More information may be obtained at www.solocalgroup.com

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