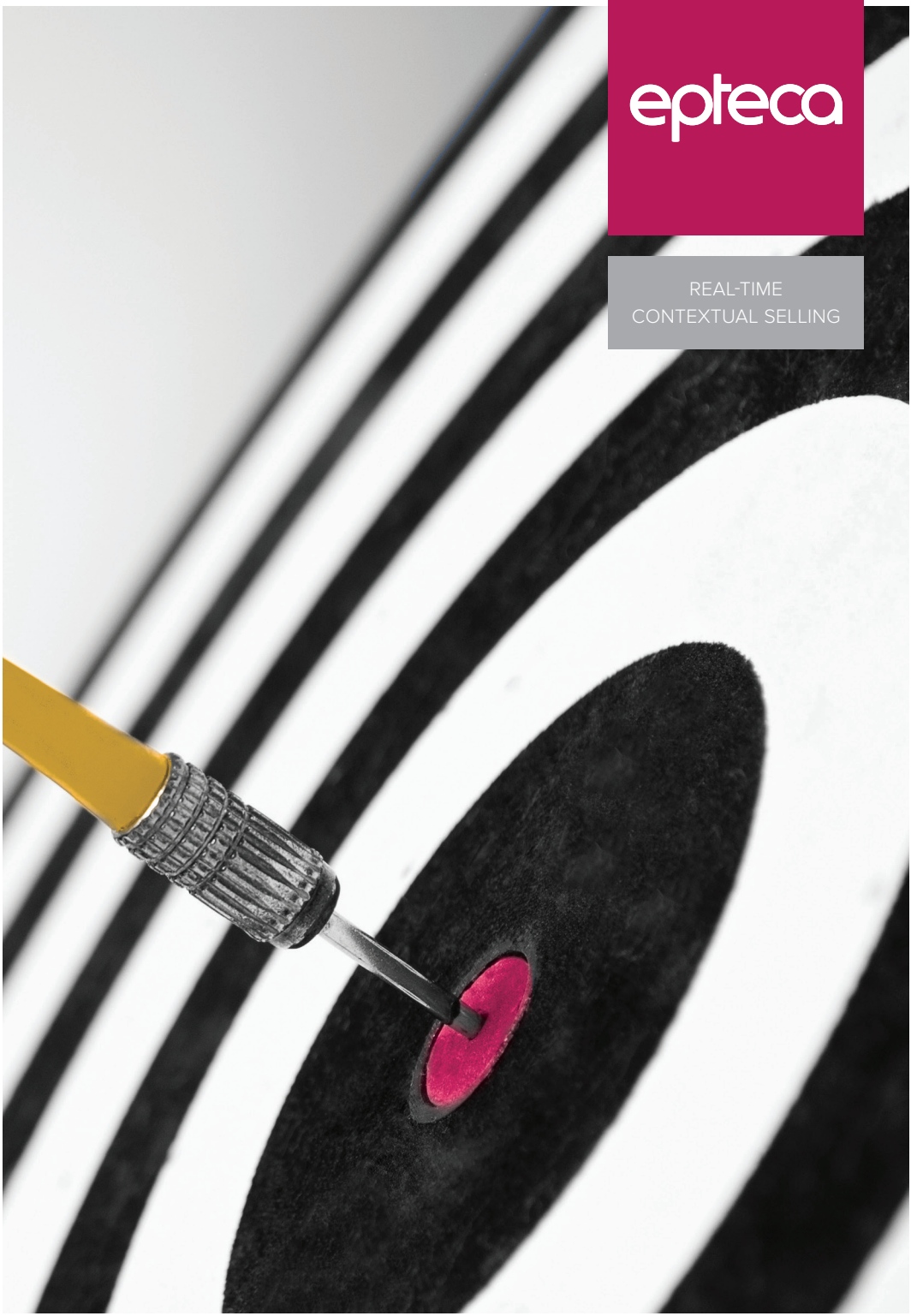
epteca

REAL-TIME
CONTEXTUAL SELLING



Welcome to epteca! The Smart Solution for Real-Time Contextual Selling.

As with many successful business ideas our concept is simple, but there's a lot of hard work and deep thinking behind it.

epteca's mantra is: ridding the world of irrelevant content by putting each additional offering into the right context for customers.

The hard part? Identifying and providing the right additional offering at the right place and at the right time and through the right media.

Yes, we have it figured out!

INNOVATION 5
PARTNERS 7
VENDORS 9
OPPORTUNITIES 11
KEY MESSAGES 13

LIKE A FRIENDLY
CONCIERGE WHO ONLY
HAS THE TRAVELERS'
NEEDS IN MIND

INNOVATION

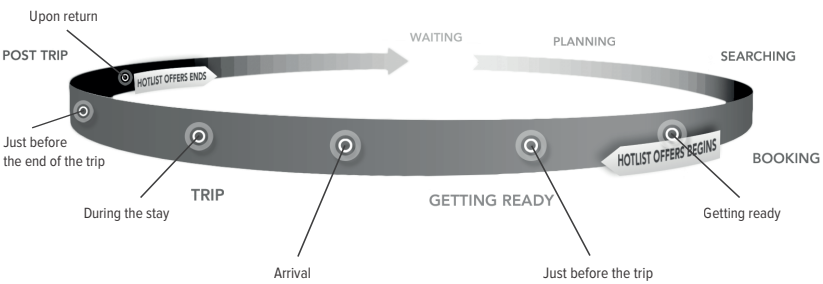
Destination - The land of ancillary opportunities

epteca chooses or ‘curates’, as they say in Silicon Valley, carefully selected ancillary merchandise and services for travelers, bringing together and contextualizing in one marketplace what are currently very fragmented offerings from networks of different vendors and brands.

More importantly, epteca’s fully managed platform and processes are removing complexity for the travel industry, the vendors and the customers, ensuring that each ancillary offering is highly relevant for each traveler and that it is monetized.

The result:
Ancillary offerings that are needed, when they are needed, and where they are needed.

The traveler’s cycle



FINALLY A WAY TO SELL ANCILLARY OFFERS

PARTNERS

How to take off with ancillary revenues and keep customers happy

Most travelers (54%) seek and have a high propensity to buy 3rd party ancillaries through their travel provider – after the booking.

But the difficulty for travel companies is to figure out the context of each traveler and to identify what to offer them and when from the fragmented network of 3rd party products and services.In addition, most travel companies don't have the platforms, processes, know-how or focus to help their customers with this: 3rd party ancillaries just aren't core business.

epteca has all of the above (the platform, processes and skills) needed to help travel companies ensure the relevance of every ancillary offering matches the context of the traveler. epteca delivers on the buzz the right ancillary offering, presented to the right customer, at the right place and at the right time.

epteca offers to our partners – the travel industry:

- Monetization of 3rd party ancillaries through epteca's platform and process offered as a fully managed service.
- No investment or running costs for you as a travel company.
- Quick time to market: as a travel company, you'll be serving your customers relevant ancillaries within 6 weeks.

The results:
A new ancillary revenue stream for your business, happy customers and a positive image of your brand.

NEW CUSTOMERS ARE
JUST WAITING FOR
YOUR DEALS

VENDORS

How to reach uniquely motivated buyers

Great products and services just aren't enough anymore. Nor is it enough to simply organize all your content and make it universally accessible and useful. You need to put your offerings, or ancillaries, into the context for the customer. Put simply, content is everywhere but the context is nowhere to be found.

epteca helps to cost effectively reach a large audience that's uniquely motivated to buy across multiple markets. Sure, through search engines, or affiliate networks, vendors can reach hundreds of millions of customers, but their relevance and context is often insignificant (<1%).

With epteca vendors know their offering is reaching 100% relevant customers and in the right context, both for that customer and for the vendor.

epteca offers to our vendors:

- Cost-effective marketing and selling of relevant offerings.
- Access to a large and fast-growing audience that is uniquely motivated to buy vendors' offerings.
- Opportunity to present vendors' offerings to the 100% right audience and at the right place and time.

The result:
Your offerings are always reaching only the relevant audience and generating customer engagement that is 10 times higher than that of other channels.

A WIN-WIN-WIN SITIUATION

OPPORTUNITIES

Tap into new revenues and thrill your customers

54% of travelers are actually looking to buy third-party ‘extras’ through their travel supplier after booking their trip.

Communications designed to solve problems and add value to the customers’ journey (before, during and after travel) make customers value your brand.

We help reach the travelers on the most relevant and engaging devices (mobile phone, tablet, personal computer) and at the right time and in the right context.

Our knowledge and established global network enable a 99.5% delivery success rate for the best customer experience.

Our unique approach and contextual selling platform deliver 10 times higher customer engagement than online or SEO advertising.

Go from selling to solving problems:
Contextual selling – ancillaries that bring you money and happy customers.

THE RIGHT PRODUCT
TO THE RIGHT PEOPLE
AT THE RIGHT TIME

KEY MESSAGES

It's a simple concept. But the rewards will be big – for you and your customers

Travelers:

- Relevance of each ancillary offering presented to them.
- Convenience and peace of mind.
- Access at time of need.

Travel industry:

- Fully managed platform for 3rd party ancillaries.
- No investment or running costs and quick time to market.
- Monetization of 3rd party ancillaries with existing customers.

Vendors:

- Contextual selling of vendors' offerings.
- Uniquely qualified customers with a high motivation to buy.
- High click-through and conversion rates.

ENJOY A GREAT
EXPERIENCE

CONTACT

Take off with us to the land of ancillary opportunities!

New revenues. Happy customers. Positive brand associations. Find out how to get on board now.

epteca

Poststrasse 6
CH - 6300 Zug
Switzerland

+41 41 501 4306
value@epteca.com

www.epteca.com