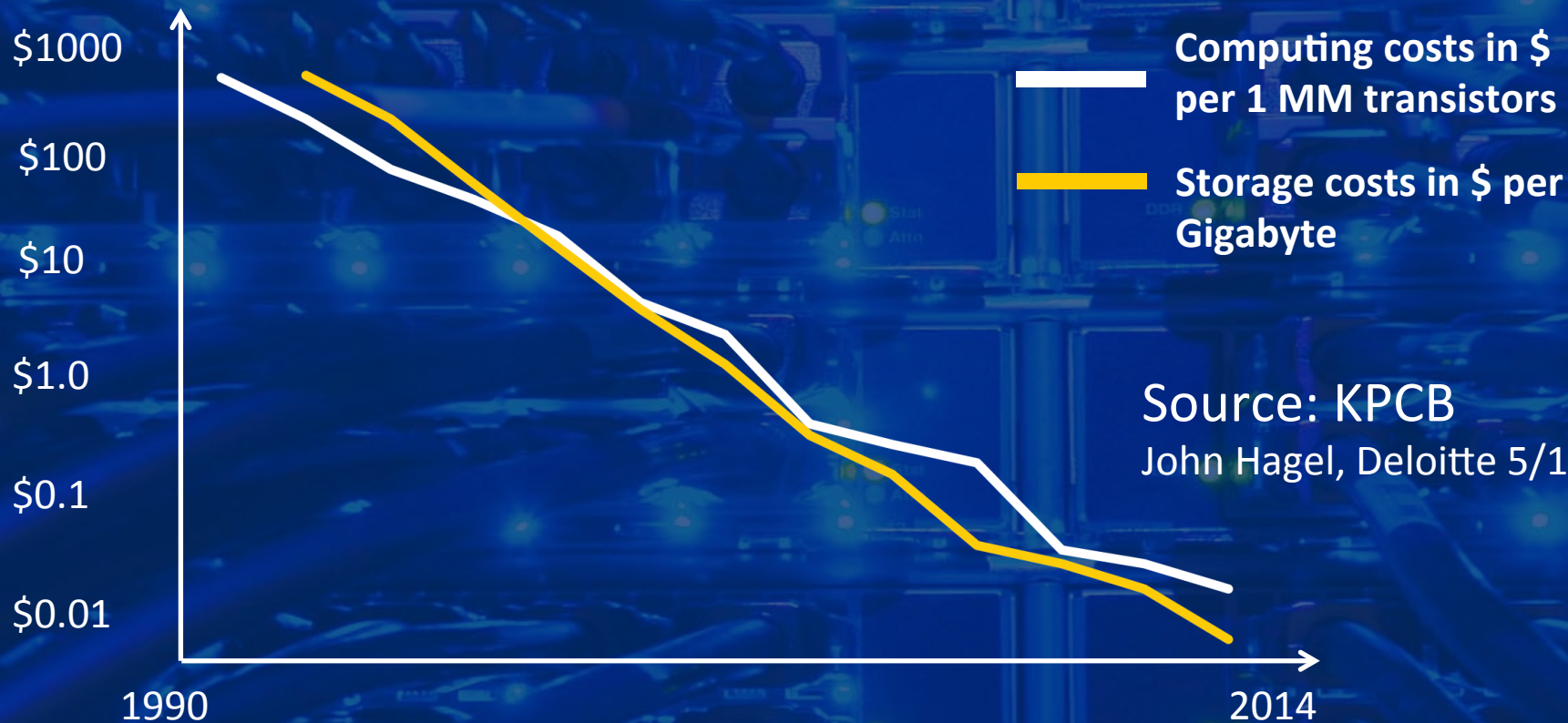




**Andrew Cocker**  
**Senior Director of Marketing, Expedia, EMEA**



Source: KPCB  
John Hagel, Deloitte 5/14

**The cost of data and storage has fallen dramatically**

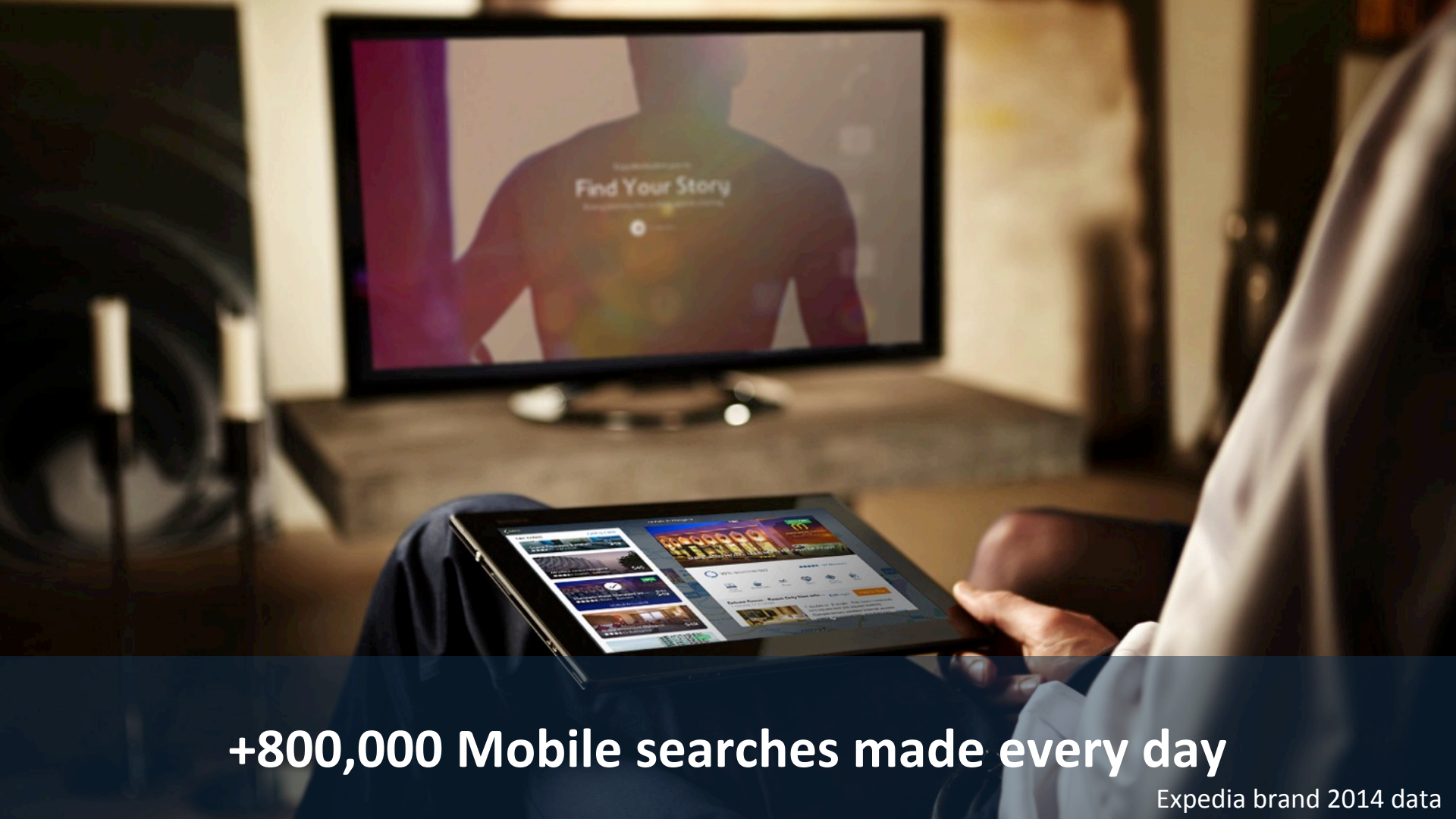


2005

Source: NBC News [link](#)



2013



**+800,000 Mobile searches made every day**

Expedia brand 2014 data



**Over 1M views a week of our app itinerary page alone**

Expedia brand 2014 data



Enough Data to fill  
**6.7 BILLION**  
200 page books

With over  
**78 BILLION**  
Rows of Consumer Behaviour Data

And over  
**700**  
Data Scientist and Analysts



**The world is becoming more distracted**

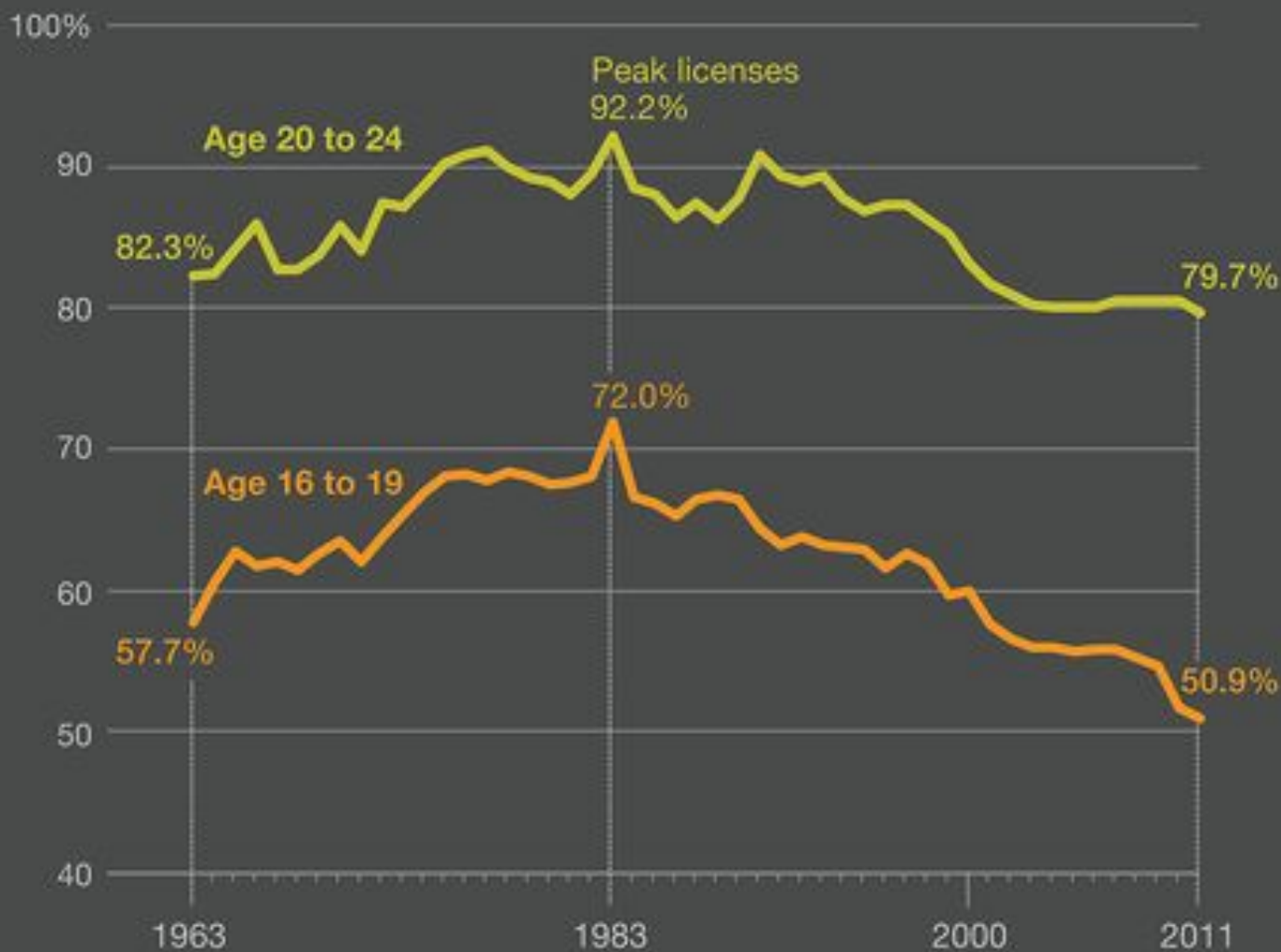




Can you drive me there?

## Young people are driving less

The share of young people with driver's licenses in the United States has fallen significantly since peaking in 1983. The drop-off is largest for teens; just over half now drive.

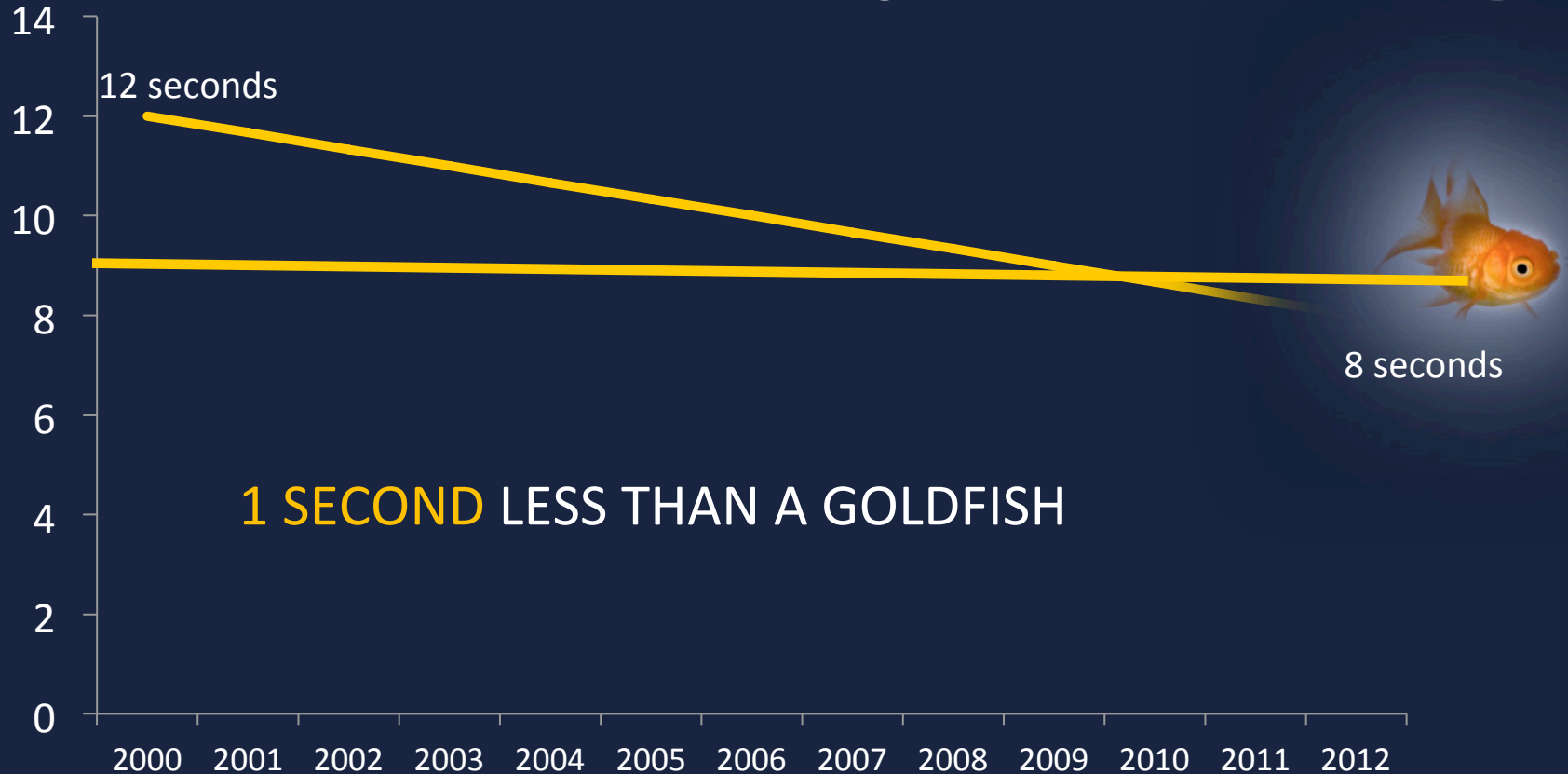


SOURCES: U.S. DEPARTMENT OF TRANSPORTATION, U.S. CENSUS BUREAU

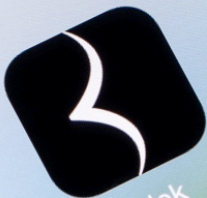


**They would rather text**

# Human Attention Span is Shrinking



# Games



Blek



Braveland



Candy Crush



Family Guy



Epic



Cover Orange



InfinityBlades3

MAKE IT FUN



Angry Birds Me Olli 2

## Real Time Feedback

### This Week

**Stephan Johnson**

Received 10/02/2014 @ 11:45 PM

Check-In



Room



Location



Comment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sem ante, rutrum quis commodo non, venenatis ut augue. Duis pretium lectus a ligula auctor vel eleifend sem fermentum. Aenean adipiscing risus vitae elit laoreet id auctor lorem varius ts.

Send a reply

Say thank you

**Joyce Really Long Name  
Wayne**

Received 10/02/2014 @ 11:45 PM

Check-In



Room



Location



Send a reply

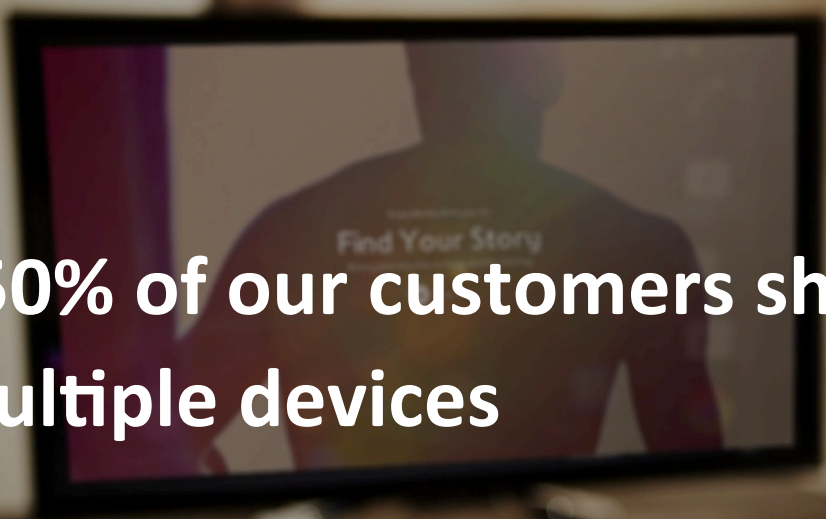
Say thank you

Solving problems releases tension  
and creates delight



**Our Mantra : Turn problems into win-win solutions**

**Around 50% of our customers shop for travel  
across multiple devices**





THE BIG SALE

- Flights
- Hotels
- Flight + Hotel
- Cars
- Things to Do

Return One way Multiple destinations

Flying from

Geneva International Airport (GVA), Geneva,

Flying to

Barcelona, Spain (BCN)

Departing

01/03/2015

Adults (18+)

1

Children (0-17)

0

Advanced options

Search

**Wilson Boutique Hotel**  
Tue, 3 Mar - Wed, 4 Mar  
3 others viewing now  
See price

**LON to BCN**  
Sun, 1 Mar - Wed, 4 Mar  
Return  
from £595.74  
as of 24 Feb

**GVA to BCN**  
Sun, 1 Mar  
One way  
from £142.50  
as of 24 Feb

**Le Jeu de Paume**  
Sat, 14 Mar - Sun, 15 Mar  
See price

View Scratchpad



DOUBLE Nectar points. Terms apply

Customers rate Expedia ★★★★★ 91% Based on 189,396 reviews. Powered by feefo



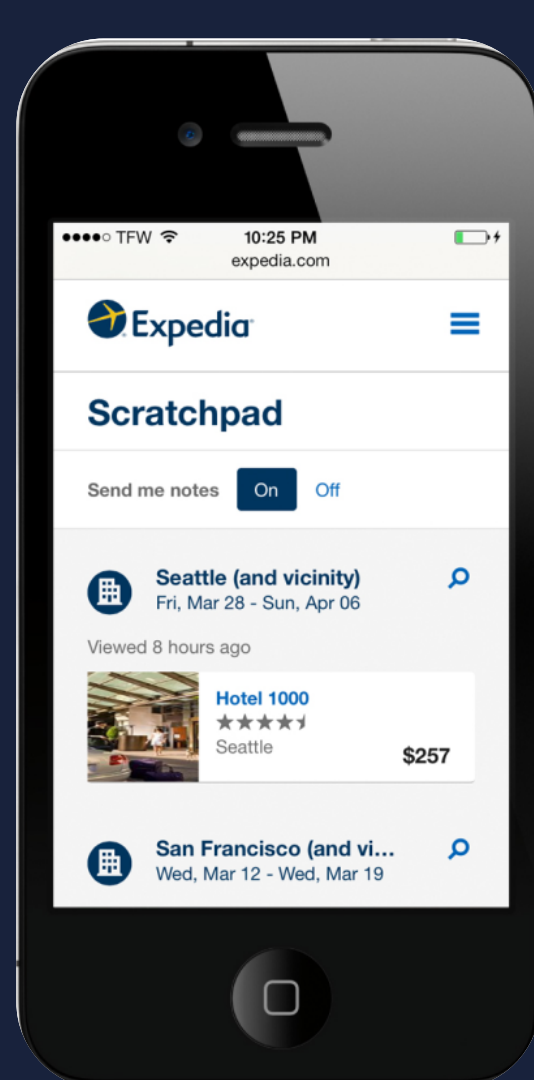
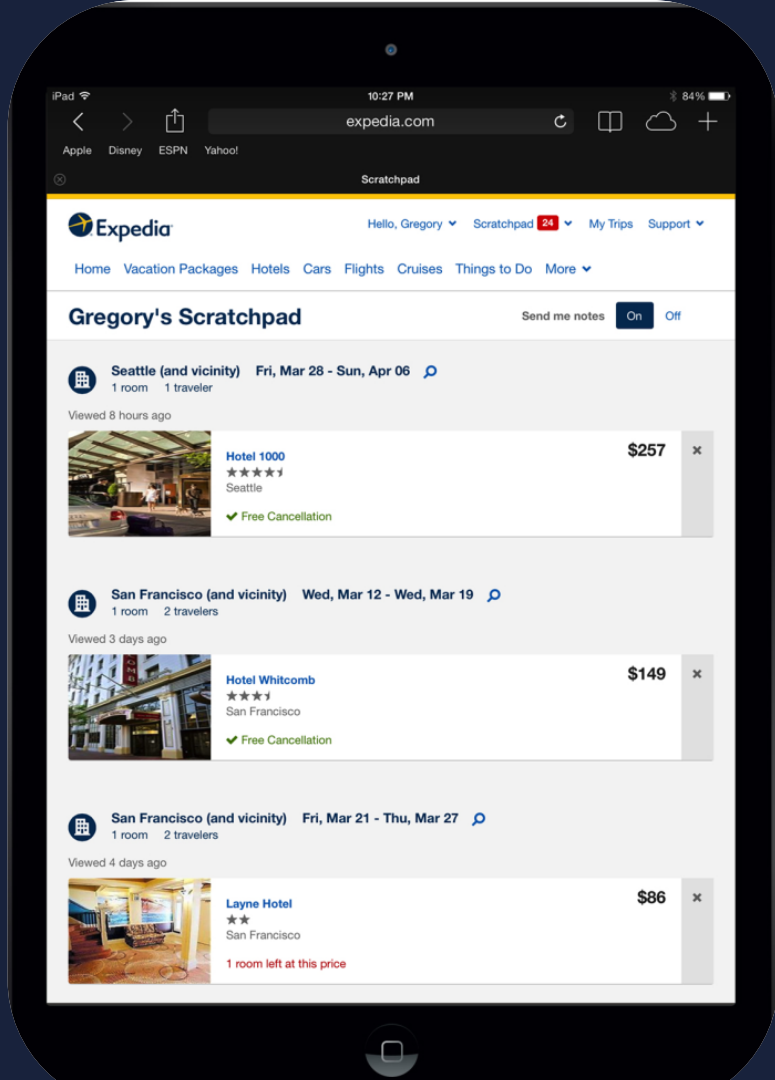
Search over 325,000 hotels and 400 airlines worldwide

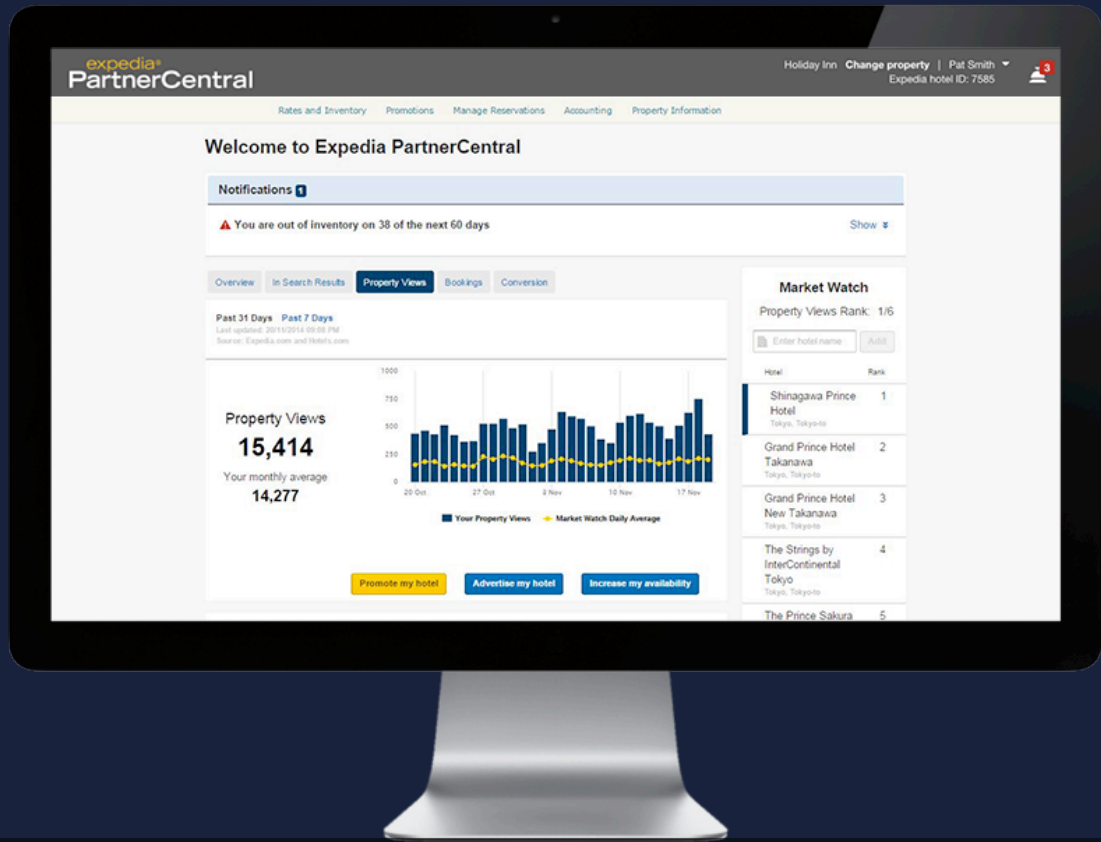


Secure incredible value with Expedia's Best Price Guarantee

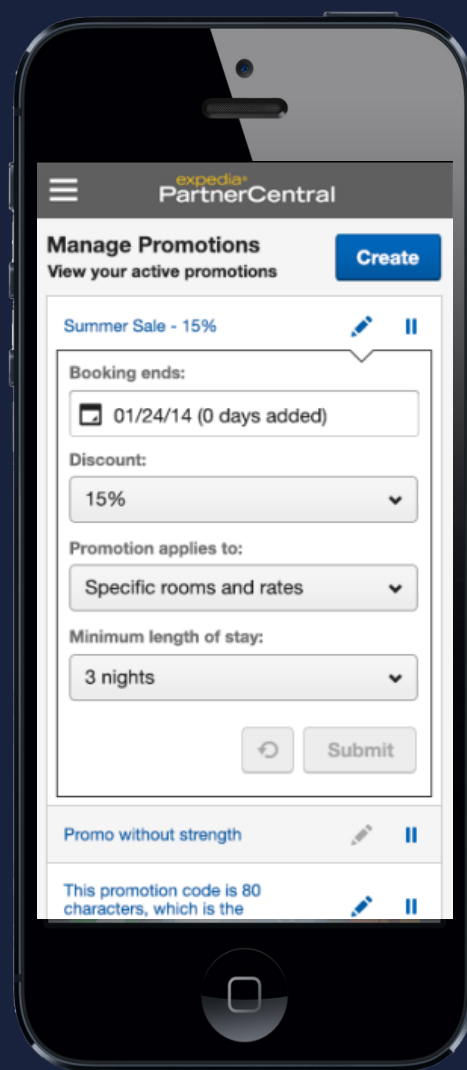
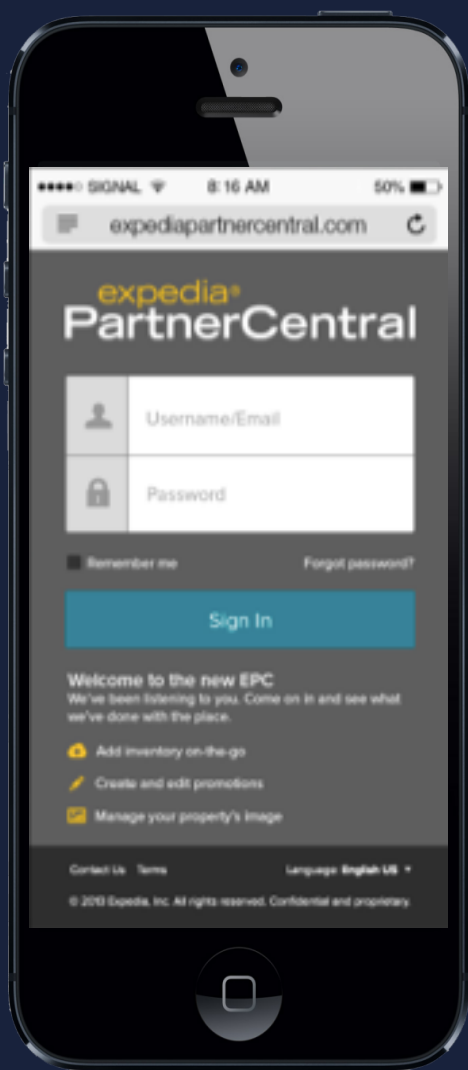


No Expedia cancellation fee to change or cancel almost any hotel reservation





How can we solve this problem for our partners?





01/14

+3  
million

+5 million

04/15

12/15

**People will share views on flight quality  
....if you make it simple**



6:30a - 9:20a

2h 50m

Nonstop

2 left at **\$216-20**  
roundtrip

American Airlines

American Airlines 68

[Show Flight Details](#)

Flight scores are determined by the total flight experience, which includes the size and type of aircraft, the size and comfort of the seats, the range of amenities offered and the duration of the flight.

**Select**



6:54a - 9:45a

Delta

2 left at **\$216-20**  
roundtrip

[Show Flight Details](#) ▾

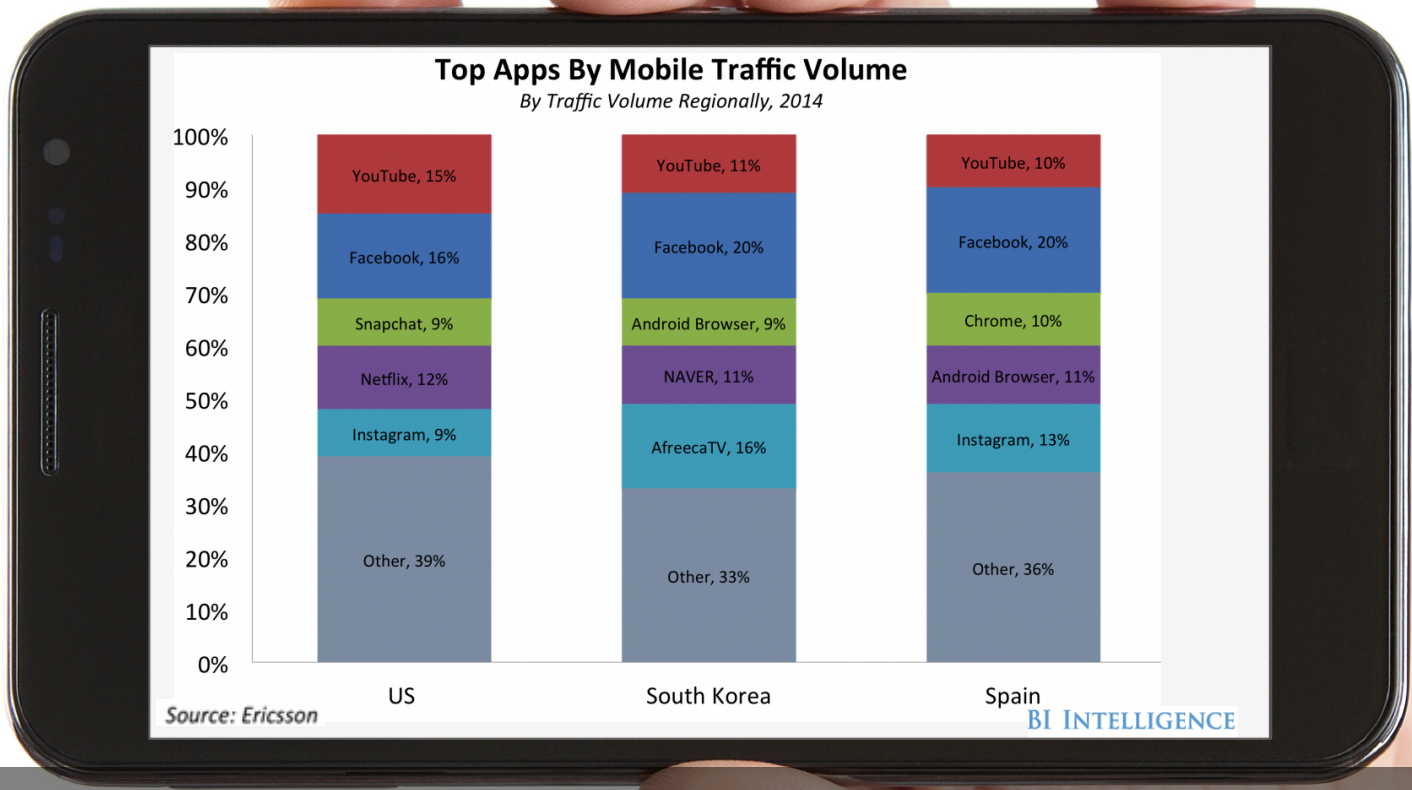
Very Good Flight (7.9 out of 10)

**Select**

**Whole product information influences decisions**



**THE ERA OF THE TICKET MACHINE IS OVER**



**In most markets, 5 apps drive over 60% of App engagement**





Personalized Design Experience via 20 Types of Push Notifications

*Mobile creates new sources of value  
throughout the travel experience...*

*...disciplined Test and Learn unlocks that value*

# Innovation fueled by Test and Learn

*“Multiply, vary, let the strongest live...”*

— Charles Darwin

Let more than **1,500** **Customer** **Debit** **Tests**

