BOOKING HOLDINGS

Priceline.com Continues to Invest in Machine Learning, Partners with Data Science Company Intent Media

April 3, 2018

Exclusive access to test data science product innovation unlocks valuable user insight for Priceline.com to further enhance the travel shopper experience

NEW YORK--(BUSINESS WIRE)--Apr. 3, 2018-- Intent Media, the data science company for the world's leading online travel companies, today announced a new partnership with Priceline.com. The agreement creates a collaborative test environment in which Priceline will have exclusive access to Intent Media's proprietary data science products and services. As travel shoppers get more sophisticated and competition for visitors intensifies, Priceline will gain valuable, unparalleled insights into user behaviors, accelerating their drive to delight the customer with a highly personal, frictionless experience.

Intent Media predicts how likely a user is to book in real time, and delivers a particular experience or combination of experiences based on where the user is in their shopping journey. With this new partnership, Priceline will have real-time access to Intent Media's predictive scores so they can test and learn various ways to serve users. This will help Priceline experiment with targeted promotional messages, media and other innovation efforts to improve customer experiences and drive revenue and loyalty.

"Among our most important pillars of innovation is continuously improving how we identify customer types and tailor an offering to them," said Maryellen D'Aiuto, Vice President of Online Marketing, Priceline.com. "We believe this innovation partnership has the promise to accelerate our ability to deliver a more personalized and frictionless experience for our customers."

Data Science and Machine Learning in the Travel Industry

For the last eight years, Intent Media has been refining and enhancing its proprietary segmentation platform which produces unique machine learning models for its partners, and scales across hundreds of sites at once. The platform logs over 1B individual searches each month across hundreds of travel sites and turns millions of data signals (such as intent, # of searches, location) into inputs that can accurately predict propensity to purchase in real time. It allows Intent Media to easily test new features, automatically identify the best features, and fine tune individual specific models all at once, ultimately creating the most accurate predictions, and delivering the best experience for the user. Their partners, like Priceline.com, can then provide their customers an enhanced travel booking experience.

"Machine learning dramatically improves the ability of travel commerce brands like Priceline.com to identify user insights such as who is ready to buy and who is still shopping," said Richard Harris, CEO and Founder of Intent Media. "This concept requires investment in data science and a sophisticated infrastructure. No one was able to deliver intelligent segmentation at scale before we introduced our data science-powered approach in 2010, and no one can match our accuracy or delivery today. We're excited to collaborate with our partners at Priceline.com to pursue new avenues of innovation and provide an even better experience for their customers."

Priceline.com joins hundreds of other travel brands, including Orbitz, CheapTickets, Expedia, Hotwire, and Travelocity that are already using the powerful predictive analytics to offer new experiences and messages for potential buyers to unlock incremental transaction revenue.

About Intent Media

Intent Media is the data science company for the world's largest online travel companies. Intent Media's proprietary products combine machine learning, media, conversion and data solutions to offer user-level customization that provides a better experience for travel shoppers and new revenue streams for Intent's partners. The company processes over 10TB of real-time data every month to help thousands of performance marketers at airlines, hotels, online travel agencies, and metasearch companies intelligently serve travel shoppers every day.

Intent Media's 400 publisher and advertiser network includes Priceline, Expedia, TripAdvisor, Hotels.com, Wotif, Skyscanner, Hotwire, ebookers, lastminute.com, Delta, AA, Lufthansa, Marriott, and Enterprise.

About Priceline

Priceline, part of Booking Holdings Inc. [NASDAQ: BKNG], is the leader in online travel deals. Priceline offers travelers smart, easy ways to save on hotel, airline, rental car reservations, packages and cruises. With access to more than a million lodging properties of all type, consumers can find the right accommodations, as well as free cancellations and the option to pay upon arrival. Priceline's Express Deals® offer exclusive savings without bidding, and our Name Your Own Price® service delivers the lowest hotel prices available. With Priceline, travelers can save at every stage, freeing them up to enjoy their trip even more.

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Source: Intent Media

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