

For Immediate Release

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Crimtan and Rome2Rio Partner to Revolutionise Travel Advertising

Crimtan is pleased to announce a strategic partnership with Rome2Rio, the renowned travel search engine and planning tool. This collaboration is set to harness the power of Rome2Rio's extensive first-party data, enabling more efficient and targeted travel advertising on a global scale.

Rome2Rio is celebrated for its comprehensive search capabilities, which allow users to explore cities, towns, landmarks, and attractions worldwide. With 40 million unique visitors each month and covering over 10 million global locations, Rome2Rio excels at helping travellers find the most efficient, cost-effective routes.

By joining forces with Crimtan, a global leader in programmatic advertising, travel organisations can seamlessly place their ads in front of highly engaged, ready-to-purchase customers across Connected TV (CTV), Display, Digital Out of Home (DOOH), and Online Video channels. This innovative approach is designed to enhance the efficiency and performance of travel advertisers across all programmatic platforms.

For example, imagine an airline advertiser looking to reach potential customers. When a user in Tokyo searches Rome2Rio for the quickest route from New York to New Delhi, Crimtan can instantly deliver dynamic creative with personalised content. Leveraging Crimtan's in-house Dynamic Creative Optimisation (DCO) engine, the ad's language can automatically match the user's location, ensuring relevance and engagement.

What sets this partnership apart is the ability for travel advertisers to avoid overspending on irrelevant impressions. Instead, they can connect with consumers actively searching for their services, reaching millions of potential customers while simplifying the process and significantly improving cost-efficiency and return on investment (ROI).

Welcome to a smarter approach to programmatic advertising with Crimtan. We're excited about our collaboration with Rome2Rio and the practical solutions it offers the travel industry.

For more information, please contact:

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About Crimtan:

Crimtan was established in 2009 with a clear mission: to be a trusted partner for brands in navigating the complex world of programmatic advertising. From the start, we identified the need for transparent, compliant, and highly effective programmatic solutions that deliver exceptional ROI through relevant and dynamic campaigns, all while prioritising customer privacy. Today, Crimtan operates globally, with offices in London, New York, Dubai, Singapore, Hong Kong, Sydney, and Tokyo. Our team is the backbone of our success—combining data-driven insights with human expertise to create impactful advertising experiences.

About Rome2Rio:

Rome2Rio is a comprehensive travel planning tool that enables users to find the best routes between any two points in the world. With extensive coverage and a user-friendly interface, Rome2Rio helps millions of travellers plan their journeys efficiently and cost-effectively.