

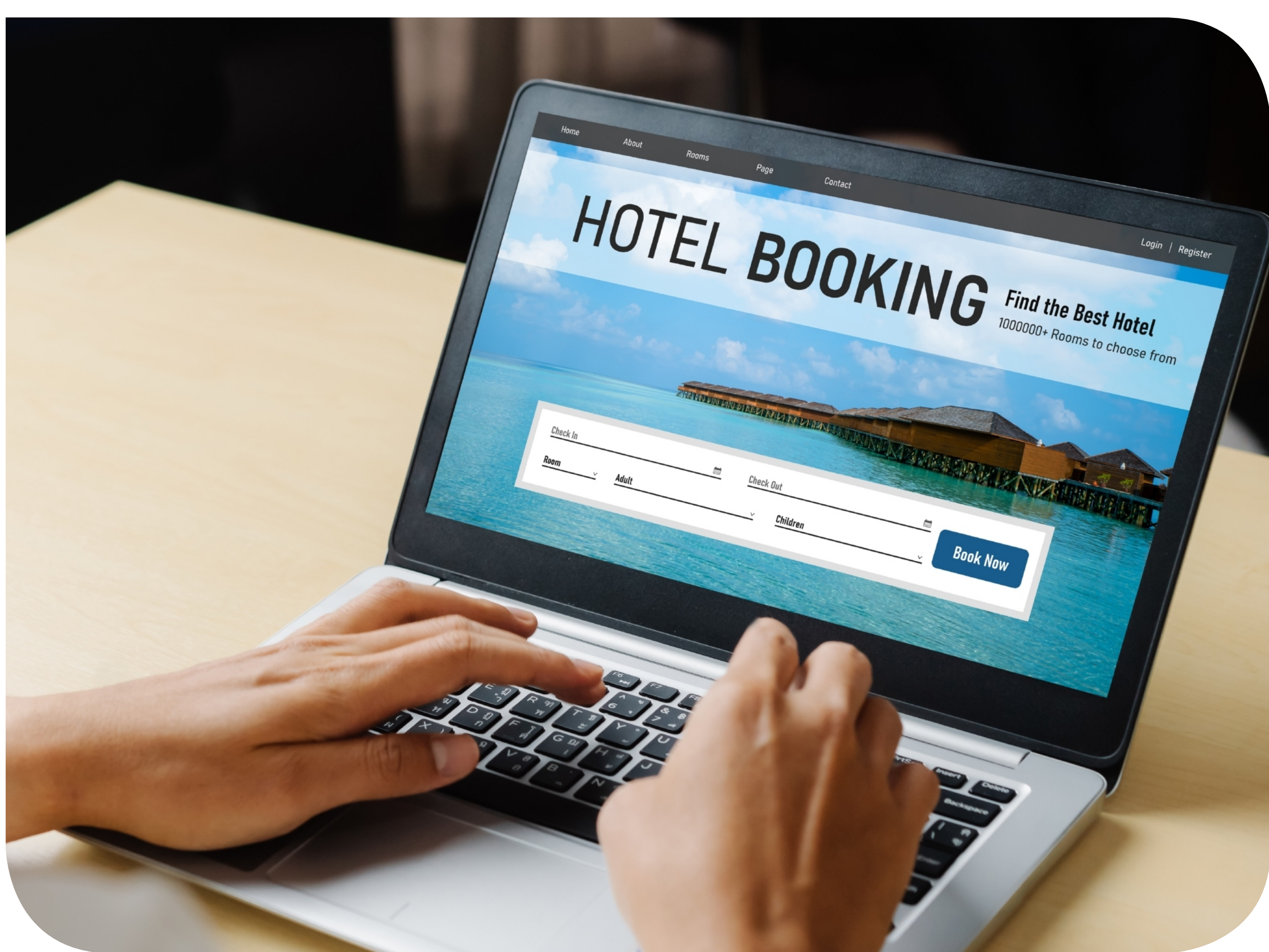
# The OTA Profit Playbook: Boosting Margins With Rebooking

Maximizing profits doesn't always mean selling more- it means making a smart move with every booking. The real profitability lies in the back end, where margins are hidden in plain sight and the right tech stack can help OTAs uncover and capture them automatically.

Lower Backend Costs

More Flexible Pricing

Better Partner Retention



## Numbers That Matter

OTAs See **Up To 15% Increase** In Net Margins When Rebooking Is Automated And Tied To Dynamic Supplier Sourcing

**70% Of OTA Profits** Are Influenced By Backend Margin Optimization

**80% Of Rebooking Opportunities** Occur Within **72 Hours** Of The Initial Booking

Only **1 In 5 OTAs** Use Automated Tools To Rebook

(Source: Mckinsey)

## Impact Areas



Profitability Without Raising Prices



Higher Partner Retention Due To Improved Rates



Lower Acquisition Costs Through Better Partner Pricing



Resilience Against Supplier Dependency

## Tech Stack Must-Haves For Rebooking At Scale

**Profit Maximization Engine**  
For Finding Better Rates & Rebooks



Set Auto-Rebooking For Margin Gain  $\geq 5\%$

Reduced False Matches Or Missed Deals



**Room Mapping Solution**  
For Standardizing Room Types Across Suppliers

**Rate Monitoring Tool**  
For Tracking Price Drops In Real-Time



Automate Alerts For High-Volume Properties

Track Monthly Impact Of Rebooking



**BI Dashboards**  
For Visualizing ROI & Margin Trends

Clients generally outsource their rebooking process in order to avoid manning and building multiple tech stack

## How Smart OTAs Do It



**Booking Confirmed**  
Initial Reservation Made Via Supplier A



**Auto-Validation**  
Cancellation Rules & Margin Gain Checked



**Real-Time Monitoring**  
System Scans For Better Offers



**Rebooking Made**  
Initial Booking Canceled, New One Booked



**Deal Detected**  
Supplier B Offers Lower Rate Or Better Terms



**Margin Captured**  
OTA Earns More Without User Awareness

## Action Plan For OTAs

Audit Your Current Booking-To-Margin Pipeline

Integrate Room Mapping & Rate Intelligence Tools

Identify Suppliers With Frequent Price Volatility

Deploy Rebooking Workflows With Clear Rules

Track Margin Impact Monthly And Optimize Thresholds

“Every Booking You Confirm Is A Second Chance At Profit- Make Sure You Seize It”