

How to apply dynamic pricing algorithms to increase bookings and revenue

TUBR works with point-of-sales and booking platforms to identify and predict the elements that truly impact the bottom line. Quickly implement a scalable model with localised insights, supporting all your clients in a cost-effective way.

For one pilot, TUBR was tasked with predicting localised demand trends to increase restaurant bookings during off-peak periods

STEP 1: Demand modelling was applied to the company's booking data, quickly generating actionable insights.

STEP 2: Dynamic discounts were added to the website's booking system to drive greater demand at off-peak periods.

We saw
~£11k in additional revenue from a **7% increase in bookings** in one month

TUBR is a predictive technology partner you *and your customers* can trust

Increase bookings during off-peak times, increasing revenue for you and your clients

Grow confidence in the use and implementation of 'AI', as well as how to communicate its value

Access relevant, localised insights that are easy to understand and act upon

Identify growth opportunities with demand predictions and insight on key behaviour drivers

Ready to learn more? Book a call by [clicking here](#)