

Company Name: FLY Track LTD

Business Model: We offers 7 website for flight comparison, hotel comparison and other travel products.

www.fly-algerie.com

www.fly-maroc.com

www.fly-tunisie.com

www.vol974.com

www.vol-maurice.com

www.vol-gwada.com

www.vol-matinik.com

We have a good marketing budget every month (around 5000€), but exclusively on Facebook ads at this moment. We begin to use Adwords.

Tool Access/Use:

- to update our product feeds for dynamics ads
- to get daily spent for our internal statistics

Tool Design: For the reporting aspect of our tool, we will pull metrics from the API into our database.

My internal SQL database will sync with the AdWords API every 15 minutes to update ads based on inventory and will pause ads when items go out of stock.

API Services Called:

We don't know at this moment