

Skyscanner Boosts Mobile, Customization Capabilities

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Global travel search engine Skyscanner's advanced new version of its white label business product now includes more mobile device support.

The company has partnered with DataArt, a custom software development firm, in order to provide Skyscanner for Business users with an easier format and customized flight search tool, while offering global search content directly to partners. Additionally, the enhancement will work faster and allow site owners to easily customize the flight search tool.



By [Mike O'Brien](#)

Larry Kim, founder and vice president of product development at search engine optimization company WordStream, has always found Skyscanner's user interface clunky and confusing.

"This is gearing toward making [Skyscanner] more accessible and easier to use in a more consumable way, and that's more exciting," Kim says.

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Another new offering for Skyscanner for Business, which allows site owners to provide flight search to their users, is Travel Insight, a product aimed at airlines and airports, giving customers access to traveler data and air travel market insights. Additionally, the new Travel Rankings tool provides real-time pricing information to already-established airlines and online travel agents.

The platform works for both desktop and mobile, with an increased focus on the latter.

"We're seeing more and more travelers planning and booking their trips by mobile, and this is a trend that will continue," says Filip Filipov, head of B2B at Skyscanner. "Making sure our tools work as efficiently and effectively on mobile as they do on desktop is a big priority to making sure our customers are getting the best travel search service out there for their users."

According to an August comScore study, people spend more time on mobile apps than they do on desktop. Mobile app usage has jumped 52 percent from 2013, while desktop use has

only increased by 1 percent. To that end, Kim believes honing in on mobile is crucial for Skyscanner, especially since consumers' constant price comparisons make travel a challenging industry for search marketers.

"The growth in query volume in established markets is kind of flat and in decline. These flight-shopping sessions now start directly in branded apps like Expedia and Priceline," Kim says. "For the company to survive, it needs to build up the brand and capture as much app-use share as possible in the future."