



## **iXIGO.com ranks #1 in social engagement amongst all Indian travel brands**

*iXIGO.com emerges as most influential travel brand on social media, #4 amongst all online brands*

**New Delhi, 16th July 2012:** India's leading travel planning website, iXIGO.com has reached a critical milestone in its growth story. The fast growing travel site has emerged as India's most influential travel brand on social media, as per statistics shared by two third-party sources - Pinstorm's India Influencers Index 2.0 - <http://pinstorm.com/ii/#brands> and "Brands Going Social" by media2win - <http://socialbrands.media2win.com/>.

While Pinstorm's India Influencer Index ranks iXIGO.com #17 among all brands in India, the rank goes up to #4 among all Indian brands when measured purely by the brand's Klout score, ahead of all other e-commerce brands in India, and even a large number of media & news channels in the country. As per the "Brands Going Social" index, iXIGO.com ranks #1 in travel and #4 among all e-commerce brands when one applies an 'Engagement Index' metric, defined as the ratio of fans/followers talking about the brand and the overall number of followers/fans of the brand, for brands which have more than 100,000 likes. In both these indexes and studies, iXIGO.com emerges as the definitive #1 in the travel category and a leading brand in the overall e-commerce category, ahead of brands such as eBay, Flipkart, Bookmyshow, and Expedia.

iXIGO's social media presence on Facebook (<http://www.facebook.com/ixigocom>) has over 182,000+ likes with nearly 15,000 users talking about the brand, whereas on Twitter (<http://www.twitter.com/ixigorocks>) it has 2100+ followers. On both these platforms, iXIGO has experienced sustained growth in fan following by creating and curating interesting and engaging travel related content and trivia and sharing it with their fans.

The company attributes its phenomenal success on social media to its philosophy of listening closely to users and engaging with them using a more human side of the brand, just like another friend on Facebook. "While one can focus on building a large fan base, what really matters is whether there is true engagement and buzz around the brand. How attentive are your followers to your communication and how relevant do they find the content to their own aspirations? On Facebook, a typical post on any brand page reaches less than 10% of the overall community and gets only 3-4% of fans talking about the brand, as likes, comments or shares. With some really engaging travel trivia, facts, photos and contests, we have been able to reach 15-20% of our community and have 7-8% of iXIGOers on our page engaging with it actively. This is fueling our organic fan growth and has resulted in this achievement." - says Saurabh Srivastava, VP Marketing & Product Strategy, iXIGO.com.

Social Media has become a crucial part of the brand positioning and marketing strategy for every brand. iXIGO has integrated the importance of social influence to their innovation cycle as well. Earlier this year, iXIGO launched India's first natural language flight search product for Facebook (iXIGOSearch) and Twitter (@iXIGOSearch) allowing users to get real-time fares and availability by conversing with the page. iXIGO.com has been known for its industry-first product innovations and its most recent launch, the iXIGO Trip Planner (<http://www.ixigo.com/trip-planner>), dubbed 'the search engine with a human touch' by [eyefortravel.com](http://eyefortravel.com), and recently featured in [BBC World's Fast Track](#) has become a perfect example of how natural language search, infographics and travel information can be mashed up into a product with an inspirational and fun user-experience.

### **About iXIGO.com:**

iXIGO.com is India's leading travel search and trip planning website. iXIGO.com's vision is to develop products to ease and simplify the life of travelers and to make traveling a happy and wholesome experience, exemplified by products such as [TripPlanner](#), [FareMapper](#), [FlightPlanner](#) amongst others.

Launched in 2007 by IIT, INSEAD and Amadeus alumni as the first travel search engine in India, iXIGO's unbiased search results and ease-of-use have won it several accolades from TiE and NASSCOM, and have propelled it to one of the top travel sites in India almost entirely through word-of-mouth from satisfied users. Leading publications have referred to iXIGO as the "Google for travel" for Indian consumers. iXIGO.com is an investee company of SAIF Partners & MakeMyTrip Limited. For more information about iXIGO.com, visit [www.ixigo.com](http://www.ixigo.com) or [m.ixigo.com](http://m.ixigo.com) (mobile). Keep up with interesting trivia, facts and contests around travel by iXIGO.com on Facebook at [www.facebook.com/ixigo.com](http://www.facebook.com/ixigo.com) and Twitter [@ixigorocks](http://@ixigorocks).

### Contact

<b>Travel Partners</b> <a href="mailto:partners@ixigo.com">partners@ixigo.com</a> <b>Affiliations</b> <a href="mailto:affiliate@ixigo.com">affiliate@ixigo.com</a> <b>Advertisers</b> <a href="mailto:advertise@ixigo.com">advertise@ixigo.com</a>	<b>Media Contact</b> <b>Saurabh Srivastava</b> <a href="mailto:saurabh@ixigo.com">saurabh@ixigo.com</a> <b>+91-124 4617884</b>
--	--



**PINSTORM**  
India Influencers 2.0

Rank	Handle & Name	Followers	Follows	Tweets	Klout
1	 IPL IndianPremierLeague	336,894	56	16,632	78.64
2	 ibnlive CNN-IBN News	228,570	449	85,934	73.44
3	 ndtv NDTV	518,369	22	38,558	72.6
4	 IXIGORocks IXIGO.com	2,136	265	3,299	72.54
5	 KKRiders Kol Knight Riders	116,463	35	6,687	71.65



15	 99labels Ecommerce	208,951	 208,938 + 13 Today	1,349	<a href="#">Know More</a>	Click here to get the latest brand update
16	 BlueStone.com Ecommerce	187,019	 186,816 + 203 Today	28,160	<a href="#">Know More</a>	Click here to get the latest brand update
17	 Caratlane.com Ecommerce	182,235	 182,181 + 54 Today	16,274	<a href="#">Know More</a>	Click here to get the latest brand update
18	 IXIGO Ecommerce	182,035	 182,004 + 31 Today	13,347	<a href="#">Know More</a>	Click here to get the latest brand update
19	 Crazeal Ecommerce	157,674	 157,660 + 14 Today	9,292	<a href="#">Know More</a>	Click here to get the latest brand update
20	 Quikr Ecommerce	130,223	 130,214 + 9 Today	8,463	<a href="#">Know More</a>	Click here to get the latest brand update