Final CDP & Awin Integration Plan for TravelX

Chosen CDP: Tracardi

Why?

- **Open-source & cost-effective** – No high subscription fees like other CDPs.
- **API-driven & self-hosted** – Easily integrates with TypeScript, Next.js, and PostgreSQL.
- **Real-time user tracking** – Captures browsing behavior to power product recommendations.
- **Flexible data pipelines** – Can process user interactions and trigger recommendations dynamically.

Integration Plan:

1. **Tracardi as the CDP** – Tracks user interactions and builds behavioral profiles.
2. **Awin as the Affiliate Network** – Supplies product data and tracks conversions.
3. **Recommendation Model** – Tracardi processes user behavior and recommends relevant travel products.
4. **Integration with TravelX's Frontend** – Next.js fetches real-time recommendations from Tracardi.
5. **Monetization via Awin** – Dynamic product links are shown based on user behavior, earning commissions.

Outcome:

- **Personalized Travel Product Suggestions** – Users see destination-specific products based on browsing.
- **Automated Tracking & Monetization** – Awin manages affiliate earnings without manual intervention.
- **Scalable & Cost-Effective Solution** – No CRM required; Awin + Tracardi handles tracking & recommendations.

Conclusion:

TravelX will fully depend on Awin for affiliate management, while **Tracardi will handle real-time customer data tracking and recommendations**, ensuring an efficient, automated system without heavy CRM costs.