









The image shows a mobile app interface for 'WayWaytours'. At the top, there's a logo and a 'Login' button. Below that, a comparison is made between 'API' and 'WHITE LABEL' integration. The 'API' side is highlighted in green and lists six advantages, while the 'WHITE LABEL' side is in blue and lists six disadvantages. The comparison is presented in a grid format with icons for each category.

	 API	 WHITE LABEL
 Branding	Complete control over the branding, right from home page to booking vouchers	Branding is limited, as the customer is redirected to the supplier's website for booking
 Look and Feel	You can fully customize the UI/UX of the booking engine as per your needs	You cannot customize the look and feel of the booking engine
 Control over Pricing	You can add your own markups to the supplier rates to control the pricing	You cannot do anything to the rate provided by the supplier
 Control over Payments	You receive the payment directly and instantly from customers	The payment is initially taken by the supplier and then you get your commission later
 Range of Inventory	You can integrate as many suppliers as you want to maximize your inventory	Your content is limited to the inventory available with the white label provider
 User Retention	User remains on your site throughout the booking process	You lose the user once they click on 'Book Now' as they are redirected to the supplier site