

FOR ASSETS WITHOUT PARKING OPERATORS

Monetize your parking assets to unlock a new revenue stream.

Parking assets can still be lucrative, even without a parking operator. Use Ocra to configure and manage consumer demand channels for these assets, even if it's just a few spaces.

Position your assets competitively.

Win in the online demand space with a mix of parking expertise, sophisticated software, and real-time analytics.

Lower your customer acquisition cost (CAC).

Use online demand channels to create repeat customers without spending thousands on marketing costs.

Diversify your revenue streams.

By opening up multiple revenue channels, you can remove dependencies on individual companies.

Do I need to have a parking operator managing my inventory in order to work with Ocra?

No. You'll see equal upside from using Ocra at locations that are managed by parking operators as ones that aren't.

Ocra builds complex, custom integrations with technologies that connect customers with available parking spots (called "consumer demand channels").

This means that your parking spaces can be listed on those apps and websites for consumers to buy – and all rates can be managed centrally through Ocra.

We sit between the channels and your team to start monetizing your parking assets and earning ancillary revenue.

Our integration partners include:



On Air
Parking®



AIRPORT PARKING
RESERVATIONS.COM

Ready to learn more?

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