



HomeToGo GmbH · Travel - Vacation Rental Marketplace · Berlin, Germany (global operations across 25 countries) · Ongoing

HomeToGo: From founding to EUR 1 billion IPO. Engineering partner for 7 years, 150 engineers at peak.

100+

concurrent A/B tests running simultaneously at any time

99.99%

uptime maintained as the platform scaled to global traffic

CLIENT CONTEXT

HomeToGo is a Berlin-based SaaS-enabled vacation rental marketplace founded in 2014. Operating as an aggregator, the platform consolidates listings from major supply partners including Booking.com, Vrbo, and TripAdvisor, giving travellers access to one of the world's largest inventories of vacation homes. The business model depends entirely on data freshness, platform reliability, and the ability to scale supply-side integrations faster than competitors. HomeToGo operates across 25 countries, aggregates more than 15 million listings through 60,000+ partners, and listed on the Frankfurt Stock Exchange in September 2021 with a market valuation exceeding EUR 1 billion.

THE CHALLENGE

HomeToGo launched into one of the most technically demanding categories in travel: marketplace aggregation at global scale. On day one, the platform needed to ingest, normalize, and serve real-time inventory from dozens of third-party supply systems, each with different data formats, update frequencies, pricing logic, and reliability characteristics. Any latency, data inconsistency, or downtime translates directly to lost bookings and eroded partner trust.

The founding team faced a compounding constraint: building a world-class engineering organization fast enough to capture market position, while the product itself was being defined. Recruiting sufficient senior engineering talent internally on Berlin startup timelines was not feasible. The architecture decisions made in the first 12 months would either enable or constrain every capability built on top of them for years.

The stakes were clear. Vacation rental marketplace economics depend on scale, inventory breadth, supplier reliability, and booking conversion rates compound. Getting the infrastructure wrong in the early years would mean rebuilding under competitive pressure later.

THE APPROACH

NFQ (represented by Gradion) joined as HomeToGo's founding engineering partner in 2014. Rather than a time-boxed project, the engagement model was embedded long-term partnership: Gradion engineers sat inside the HomeToGo product teams, shared engineering standards, and scaled with the business across its growth phases.

Architecture decisions prioritized long-term scalability and operational cost-efficiency from the start. Gradion helped design a cloud-native infrastructure built to handle concurrent high traffic, continuous API data ingestion, and aggressive A/B testing cadences without deployment risk. The team adopted Lean Startup methodology, Extreme Programming practices, Trunk-Based Development, and CI/CD pipelines - a deliberate combination chosen to maintain development velocity as team size scaled.

The integration layer required special attention. Connecting 100+ third-party supply APIs, each with its own schema and behavior under load, demanded systematic normalization architecture rather than case-by-case integration. Gradion led this work while simultaneously maintaining the production platform.

What was hardest: coordinating a distributed multi-timezone engineering organization, eventually 150 engineers across four offices in three countries, while maintaining product coherence and deployment confidence. Gradion held this together through embedded team structure, shared tooling, and consistent engineering standards applied across geographies.

As HomeToGo matured toward IPO readiness, the depth of Gradion's integration into the product organization was such that HomeToGo exercised a contractual option to acquire the engineering team outright, absorbing them in-house ahead of the 2021 listing.

RESULTS

50+

production deployments per day

100+

concurrent A/B tests running simultaneously at any time

99.99%

uptime maintained as the platform scaled to global traffic

100+

third-party API integrations live

HomeToGo today operates at a cadence that reflects the engineering foundation built over the partnership:

50+ production deployments per day - a release frequency sustained without service interruption

100+ concurrent A/B tests running simultaneously at any time

99.99% uptime maintained as the platform scaled to global traffic

100+ third-party API integrations live, feeding normalized inventory in real time

15 million listings across 60,000+ supply partners in 25 countries

EUR 1B+ valuation at Frankfurt Stock Exchange IPO, September 2021

Engineering team acquired by HomeToGo at IPO - an uncommon signal that the team had become indistinguishable from the company

The brand ecosystem grew to include Agriturismo.it, atraveo, Casamundo, Tripping.com, Wimdu, and others. HomeToGo was the first vacation rental marketplace to launch a generative AI-powered travel planner.

"Gradion has been an integral HomeToGo partner since our founding in 2014 - empowering us to hire top tech talent to help build our revolutionary, trusted, and intuitive platform. As HomeToGo continues on its impressive growth journey, our HomeToGo x Gradion tech team members are critical in helping us evolve our tech based on our customers' dynamic needs. We look forward to our continued partnership with as we head into the next chapter of our incredible growth journey."

Simon Matthews

Director of Technology, Data & OSS

SERVICES DELIVERED

- Cloud-native architecture
- Long-term engineering partnership
- Agile development at scale
- CI/CD pipeline implementation
- API integration layer design
- Platform scaling and reliability engineering

TECHNOLOGY STACK

- Cloud infrastructure (AWS/GCP)
- CI/CD pipelines (Trunk-Based Development)
- 100+ third-party API integrations
- Lean Startup / Extreme Programming / Kanban

Ready to discuss a similar challenge?

Gradion works with software companies, fintechs, and industrial operators across DACH, Southeast Asia, and Africa. ISO 27001 certified. 23 years of delivery in regulated and high-growth environments.

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