



Increase direct sales to maximize hotel profits  
while reducing marketing fees



Price Comparison Sites

Google



tripadvisor

trivago®

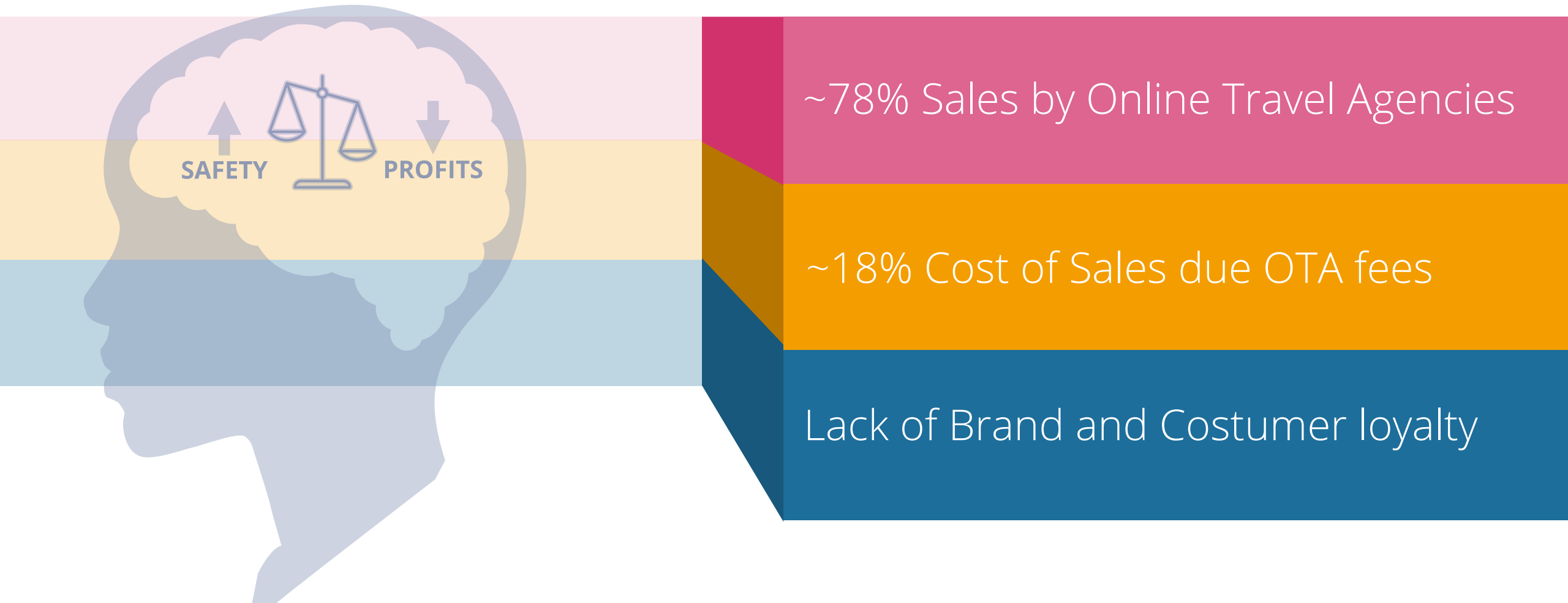


skyscanner

KAYAK

momondo

# HOTELS PROBLEM IN GETTING BOOKINGS



# PRICE ADVERTISING AND READY-TO-BOOK TARGETED ADS

The Morgan Hotel, Dublin | Miglior Prezzo Garantito | booking.com  
(Acc.) [www.booking.com/TheMorganHotel/Dublin](http://www.booking.com/TheMorganHotel/Dublin)  
Valutazione per booking.com: 4.5 ★★★★★  
Prenota The Morgan Hotel, Dublin. Assistenza Clienti - tutti i giorni 24h.  
Giudizi recenti · Prezzi stracciati · Risparmio assicurato · Ampia scelta · Offerte SuperSegrete

**Prenotazione sicura**  
Prenota ora con booking.com!  
Vasta scelta e ottimi prezzi!

**Nessun costo aggiuntivo**  
Prenotazioni online facili e sicure  
Leggi i giudizi e prenota subito!

The Morgan | Expedia.it  
(Acc.) [www.expedia.it/Hotel-Dubino](http://www.expedia.it/Hotel-Dubino)  
Valutazione per expedia.it: 4.3 ★★★★★  
Prenota Ora e Risparmi fino al 50%. Hotel a Dublino in Offerta.  
Massima affidabilità · Scopri Expedia+ · Risparmia di più · Ampia scelta  
Destinazioni: Londra, Roma, New York, Barcellona, Ibiza, Berlino, Monaco, Los Angeles, Cancun, Ve...

The Morgan Hotel Dublin | Official Site, Best Price | themorgan.com  
(Acc.) [www.themorgan.com/Official-Site/Dublin-Centre](http://www.themorgan.com/Official-Site/Dublin-Centre)  
We are totally refurbishing our Hotel. Rooms available to book from 1st of June  
City Centre Location - Secure Booking - Free Cancellation - Re-opening 1st June 2018  
Stay 3 Nights - 15% Off - a partire da 127,00 € - Book Direct - Altro +  
10 Fleet Street, Dublin 2, Co. Dublin - Oggi aperto - Aperto 24 ore su 24 +

The Morgan Hotel | Boutique Hotel Temple Bar | Dublin City Centre  
<https://www.themorgan.com/> · Traduci questa pagina  
Welcome to The Morgan Hotel, a boutique hotel in Temple Bar - the perfect location in Dublin City Centre. Book direct for best rates.  
Reservations - The Morgan Bar - Dublin Theaters - Parking The Morgan Hotel ...

The Morgan - UPDATED 2018 Prices & Hotel Reviews (Dublin, Ireland ...

Booking.com	The Morgan	TripAdvisor.it	HOTEL INFO	HRS.com
269 €	254 €	270 €	299 €	299 €

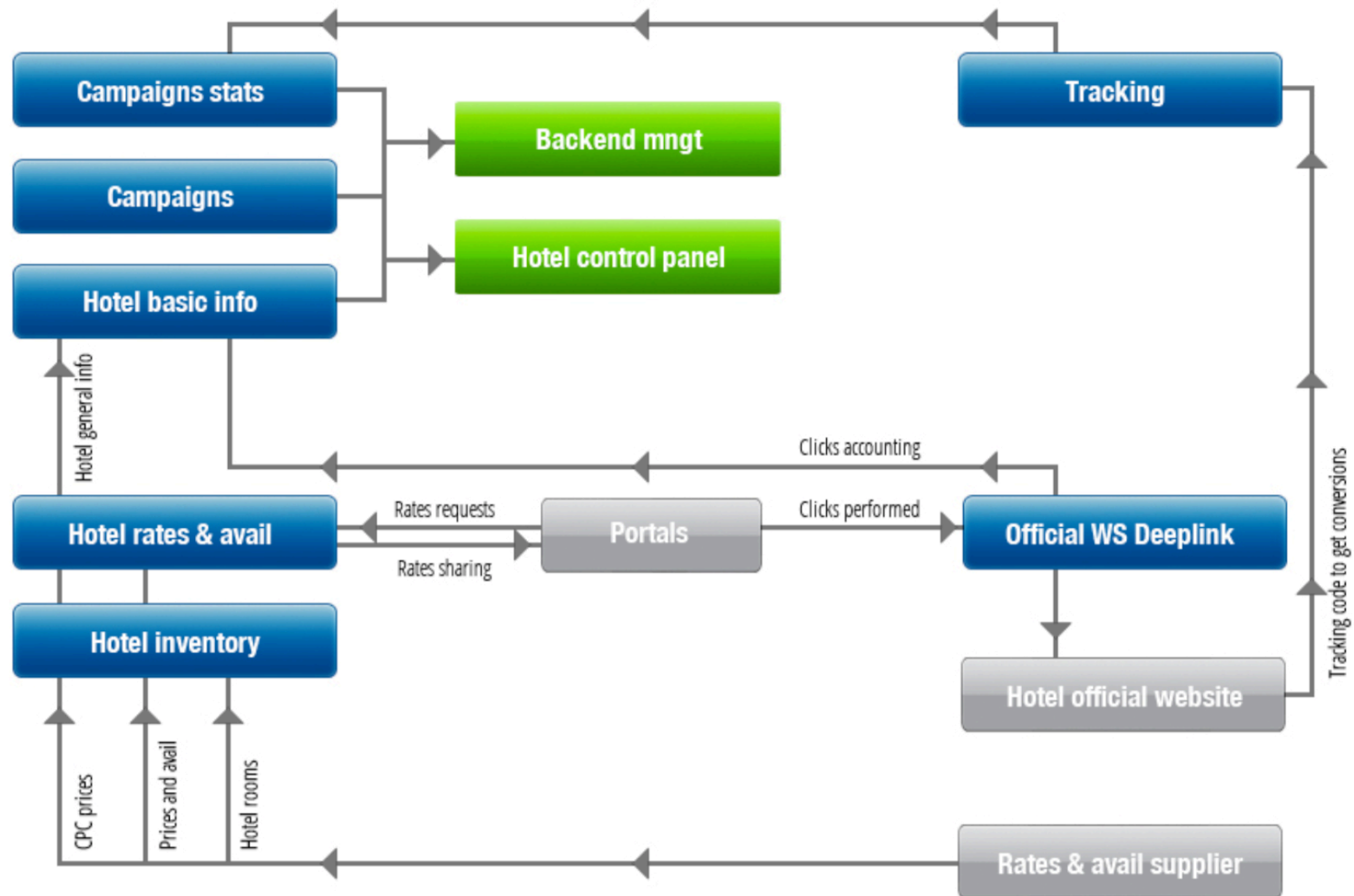
lowest prices for your stay

Feb 19 Feb 20

1 room, 2 adults, 0 children

SAVE \$41	Official Hotel Site	\$212	\$171	View Deal
booking.com	\$212	View Deal		
	\$212	View Deal		

















Google tripadvisor trivago skyscanner KAYAK momondo



Architecture overview

FIND THE RIGHT TECH PARTNER  
TO TAKE CONTROL OF YOUR ADV

Clicks	Sales	Transactions	Consumed Budget	ROI (sales/budget)	Conversions
8175	€ 95.224,27	203	€ 6.779,55 % on budget: 6,16% (€ 110.000,00)	x 14,05	2,48 %

Meta Channels	Manage	Clicks	Sales	Transactions	Consumed Budget	ROI (sales/budget)	Conversions	Sales/click
All channels		8175	€ 95.224,27	203	€ 6.779,55 % on budget: 6,16% (€ 110.000,00)	x 14,05	2,48 %	€ 11,65
 		3568	€ 28.030,16	47	€ 2.255,69	x 12,43	1,32 %	€ 7,86
 		1682	€ 31.551,23	71	€ 1.542,61	x 20,45	4,22 %	€ 18,76
 		93	€ 573,07	3	€ 167,81	x 3,41	3,23 %	€ 6,16
 		849	€ 16.052,09	30	€ 868,89	x 18,47	3,53 %	€ 18,91
 		1983	€ 19.946,78	55	€ 1.944,55	x 10,26	2,77 %	€ 10,06

# THE RIGHT TECH PARTNER

## **TIP**

**Do not hesitate to ask for detailed reports. If the Partner is not able to provide them, ask to add different tags for each meta in order to get the performances directly via Analytics**

# HOW TO GET THE MOST FROM YOUR DIGITAL STRATEGY

MARKET OPPORTUNITY

PRICE COMPETITIVENESS

CAMPAIGN OPTIMIZATION

NON-STOP BUDGETING



# PRICE COMPETITIVENESS

Prices competitiveness

45%

Best price

4%

Best price  
matched

51%

Higher price

Based on Metasearches stats - last update 08 May 2018

# PRICE COMPETITIVENESS

## **TIP**

**Knowing how your rate stands is mandatory.  
If the Metasearch platform will not be able to  
provide you signals, you can still perform a direct  
search into the portals**

# CAMPAIGN OPTIMIZATION

	Google	KAYAK	trivago	tripadvisor	skyscanner
BIDDING	✓	✓	✓	✓	✓
LENGTH OF STAY	✓	✗	✗	✗	✗
DEVICE TYPE	✓	✓	✗	✓	✓
USER COUNTRY	✓	✓	✓	✓	✓
DAYS OF WEEK	✓	✗	✗	✗	✗
ADVANCE BOOKING	✓	✗	✗	✗	✗

# CAMPAIGN OPTIMIZATION

1st week

User country	Eligible impr.	Impressions	Missed impr.	Clicks	Cost	Avg cost	Conversions	
United States	4824	4758	66	69	208,38 €	3,02 €	--	--

User Origin multipliers: USA 100%  
ROI x 3,42

# CAMPAIGN OPTIMIZATION

2nd week

User country	Eligible impr.	Impressions	Missed impr.	Clicks	Cost	Avg cost	Conversions	
United States	4920	2679	2241	39	103,74 €	2,66 €	--	--

User Origin multipliers: USA -40%  
ROI x 4,41

# CAMPAIGN OPTIMIZATION

3rd week

User country	Eligible impr.	Impressions	Missed impr.	Clicks	Cost	Avg cost	Conversions	
United States	5184	24	5160	--	--	--	--	--

User Origin multipliers: USA -100%  
ROI x 7,18

# CAMPAIGN OPTIMIZATION

## **TIP**

**You don't have to run your campaign worldwide,  
you have to run it wherever it performs.  
Don't hesitate to stop advertise in countries  
underperforming.**

# NON-STOP BUDGETING

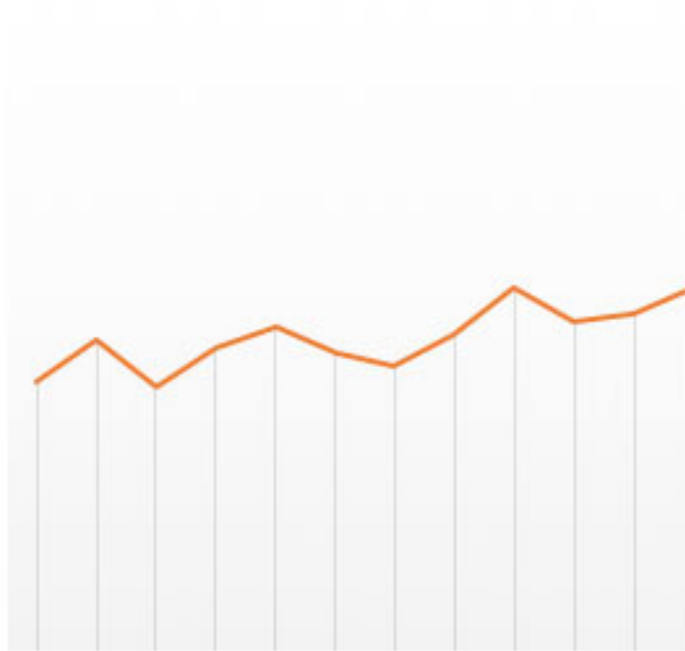
3 MONTHS NO-STOP



# NON-STOP BUDGETING

3 MONTHS / 1 MONTH STOP

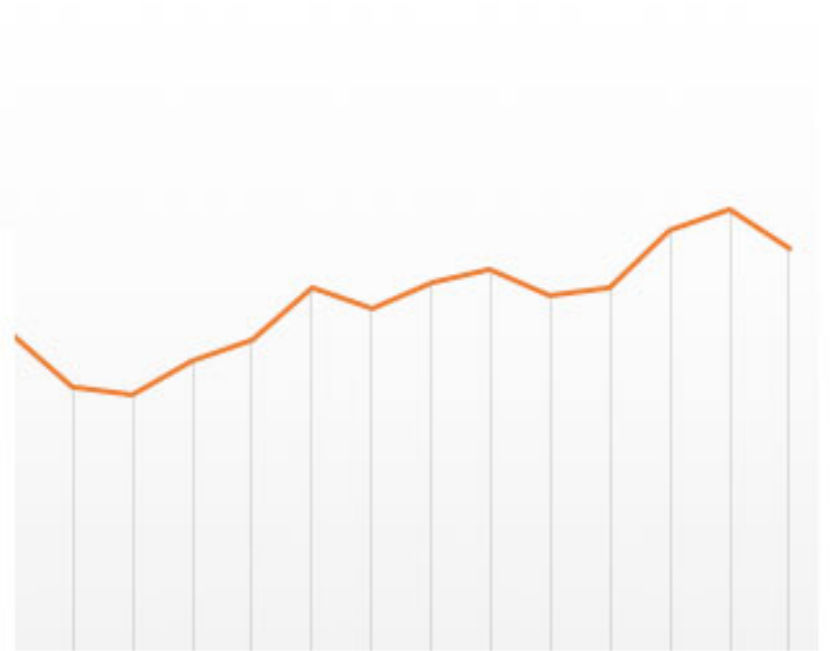
12,00  
10,00  
8,00  
6,00  
4,00  
2,00  
0,00



1ST MONTH

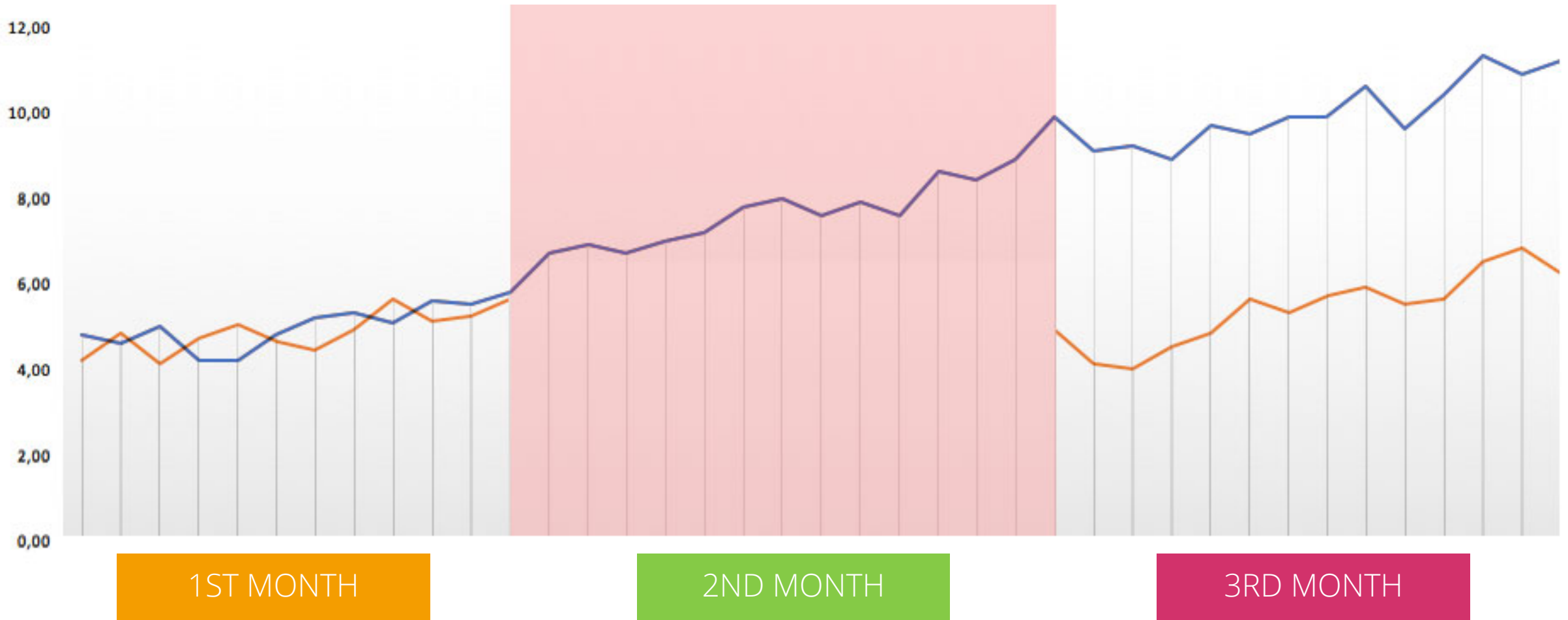


2ND MONTH

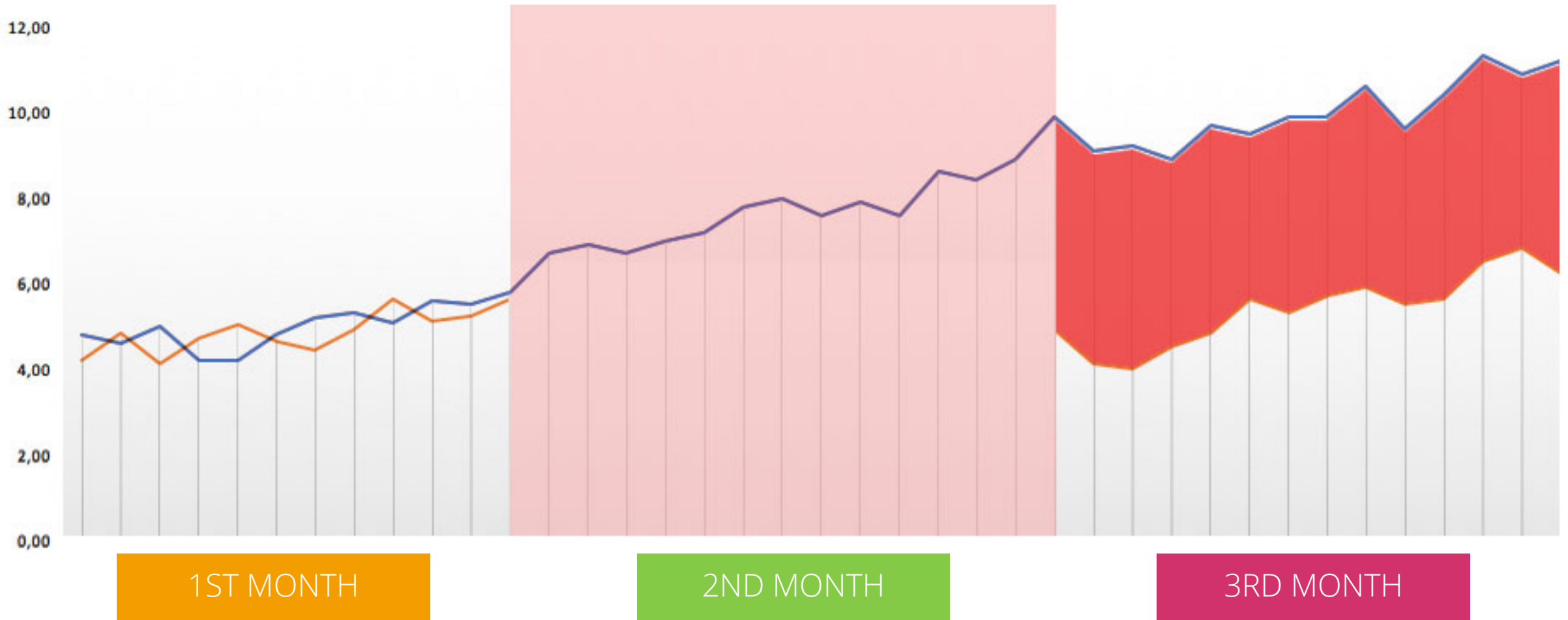


3RD MONTH

# NON-STOP BUDGETING



# NON-STOP BUDGETING



# NON-STOP BUDGETING

## **TIP**

**Pausing a campaign will reduce the ROI generated. Give it at least a 3 month trial to evaluate the results.**



Thank You