



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



~78% Sales by Online Travel Agencies

~18% Cost of Sales due OTA fees

Lack of Brand and Customer loyalty

PRICE ADVERTISING AND READY-TO-BOOK TARGETED ADS

The image illustrates price advertising and ready-to-book targeted ads across various travel booking platforms. It features three devices: a laptop, a desktop monitor, and a smartphone, each displaying a different travel website. The laptop screen shows Trivago results for Strand Palace Hotel in London. The desktop monitor displays The Morgan Hotel in Dublin, with a magnifying glass highlighting a price comparison table. The smartphone shows a similar price comparison table, also with a magnifying glass highlighting the 'Official Hotel Site' deal.

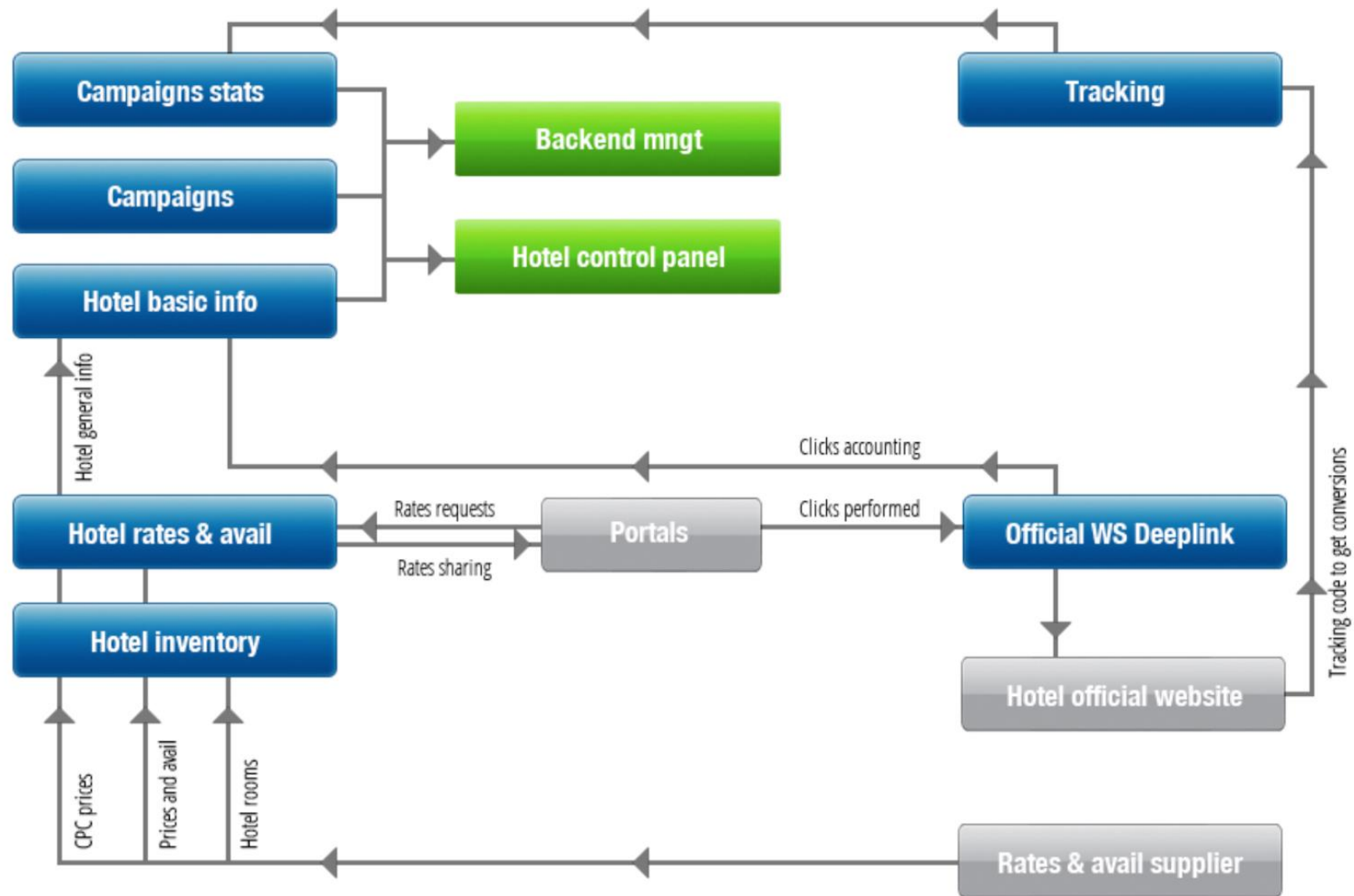
Price Comparison Table (from desktop monitor magnifying glass):

Source	Price	Action
Official Hotel Site	\$212 \$171	View Deal
Booking.com	\$212	View Deal
Other Source	\$212	View Deal

Price Comparison Table (from smartphone magnifying glass):

Source	Price	Action
Official Hotel Site	\$212 \$171	View Deal
Booking.com	\$212	View Deal
Other Source	\$212	View Deal





















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

					
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.**

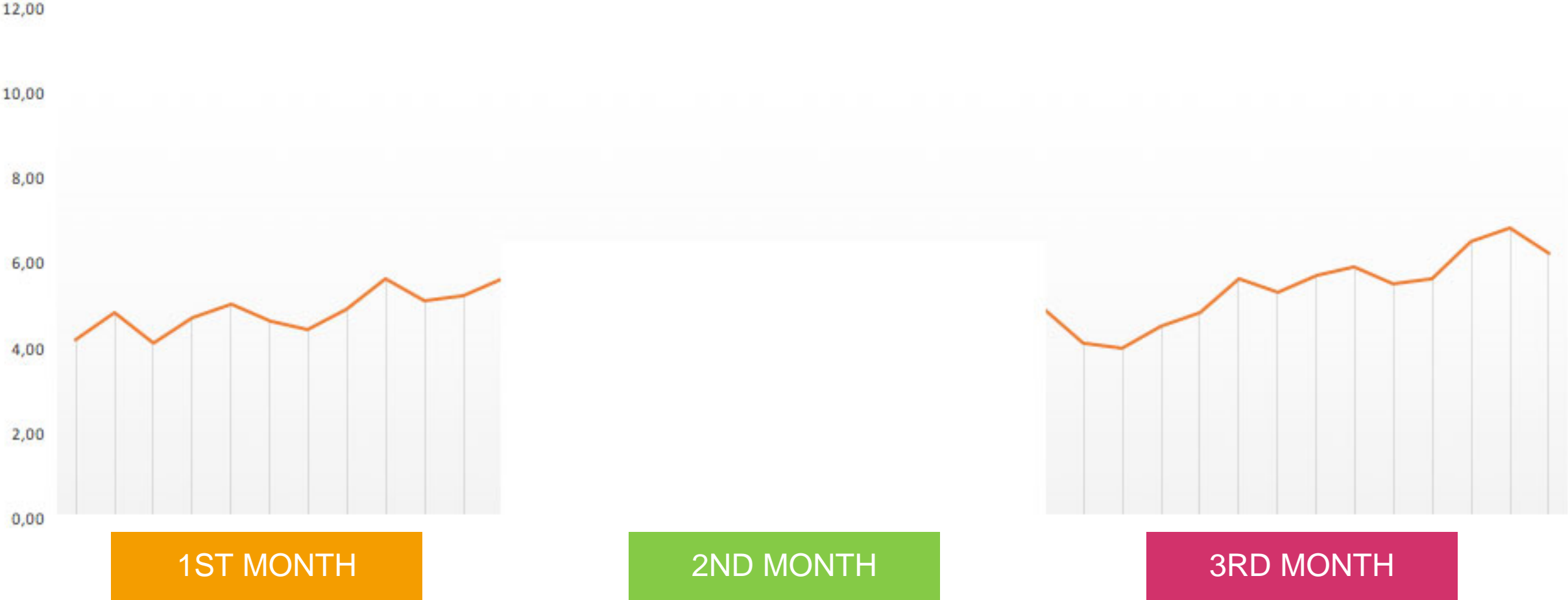
NON-STOP BUDGETING

3 MONTHS NO-STOP

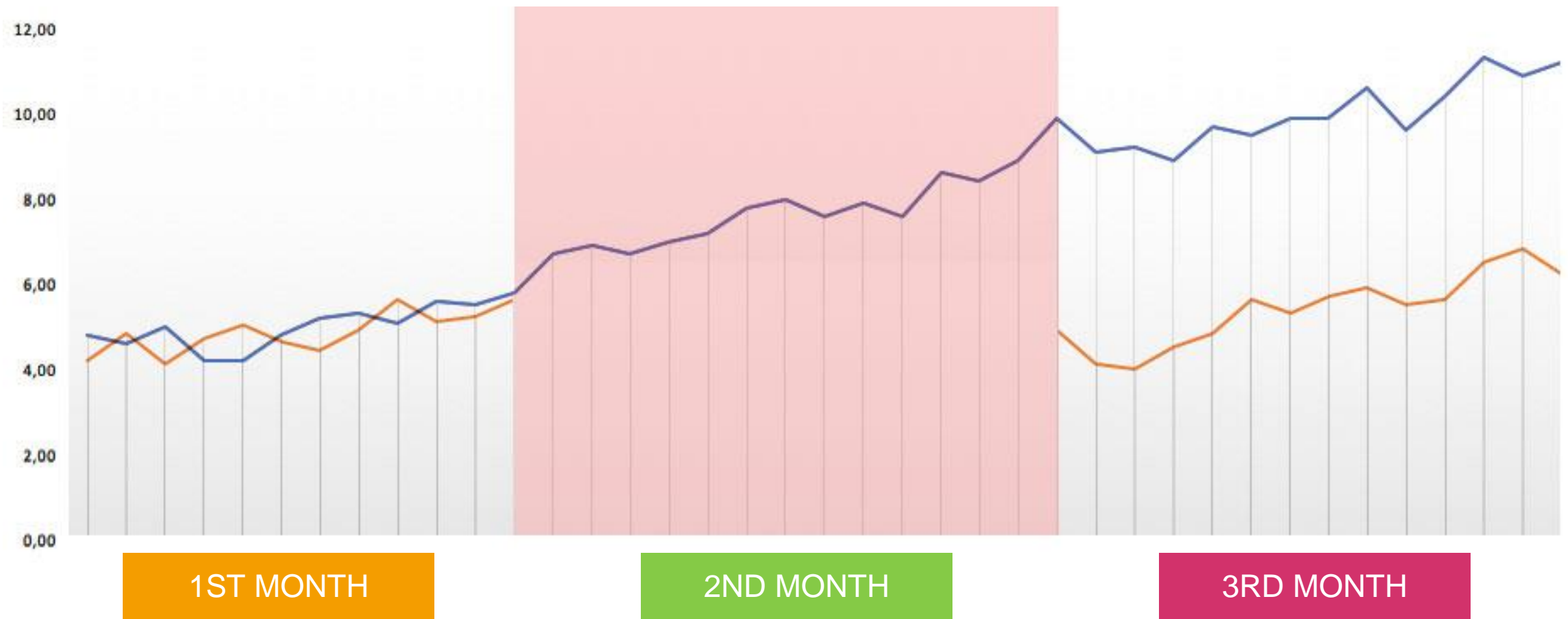


NON-STOP BUDGETING

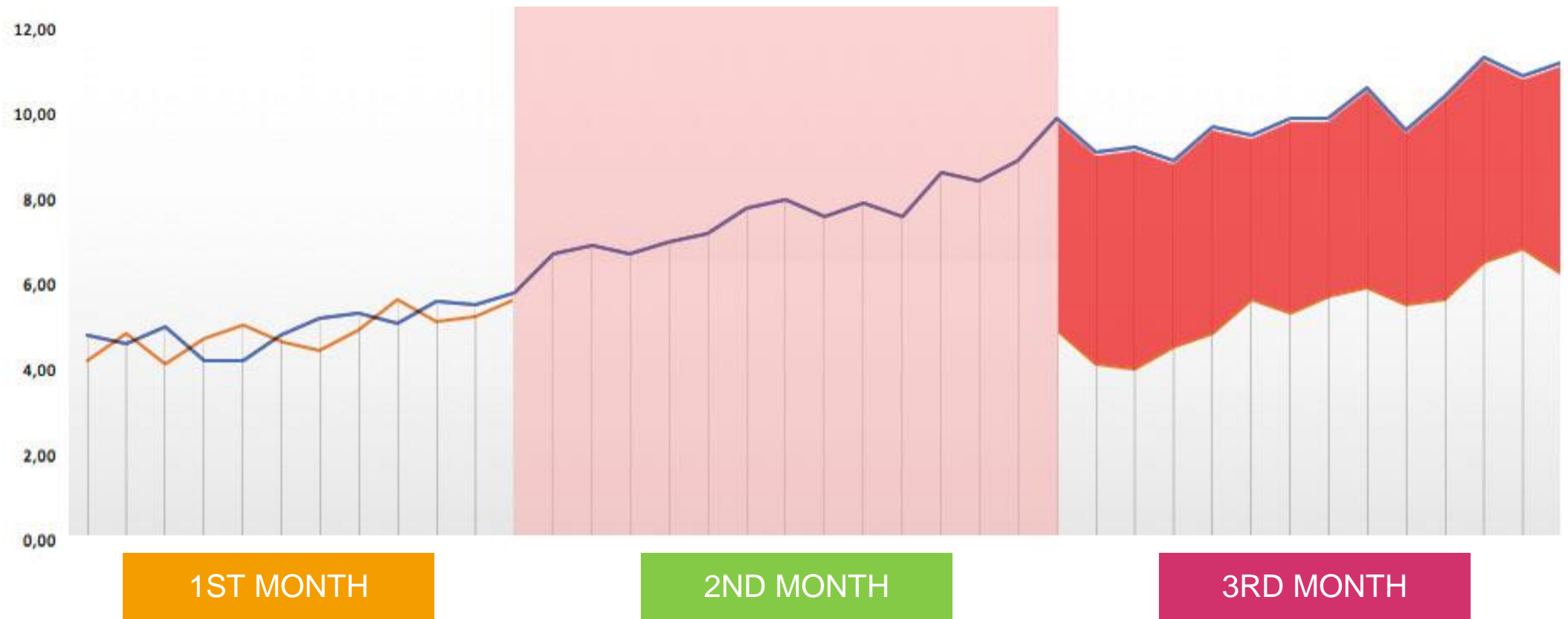
3 MONTHS / 1 MONTH STOP



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