The Great Search Debate Continues: How Will the Rise of Meta Impact on the Search Landscape

Presentation Prepared by:

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HEBS DIGITAL IS:

A digital technology + full-service digital marketing + direct online channel consulting firm dedicated to driving revenues through the direct online channel.
Agenda:

• Dynamic Rate Marketing (DRM) – The new era in travel marketing

• Is DRM a threat to or an opportunity for search engine marketers?

• Dynamic Rate Marketing: formats, initiatives, case studies:
  • DRM - Meta Search Marketing
  • DRM - Banner advertising (provide case study)
  • DRM - Retargeting (GDN)
  • DRM - Google AdWords (in beta)
  • DRM - Email marketing
  • DRM – Property Website (mobile, desktop, tablet)

• Action Steps for travel marketers in 2014
GAME-CHANGING TREND: Dynamic Rate Marketing
Hotel Advertising Hasn’t Changed Much in 100 Years!
Dynamic Rate Marketing (DRM)

Convergence of hotel online distribution + online marketing formats

- Meta Search Marketing
- Dynamic rate banner advertising
- Dynamic Rate Retargeting (banners + text ads)
- Dynamic rate Google AdWords (in beta)
- Dynamic rate email marketing
- Dynamic rate promos on the hotel website

Requires:

Real-time inventory availability + pricing

Marketing campaign, budget and bid management technology
DRM Value Proposition

By utilizing DRM and combining marketing campaigns with real-time hotel inventory availability and pricing, hoteliers:

- Satisfy Travelers demand for instant and precise Information
- Boost Conversion Rates (+30%)
- Increase Direct Online Bookings
DRM: Complex Technology Needed

HeBS Digital’s Proprietary MetaSearch Marketing Enablement/Middleware Technology

Supply Channels
- Third-Party CRS
- Hotel Chain CRS
- Property Management Systems
- CRM Partners
- Revenue/Channel Partners
- Other Rate Feeds

Demand Channels
- Google HPA
- TripAdvisor Meta Search
- Bing
- Kayak
- Trivago
- Wego

Real-Time Inventory/Pricing Feed per Property

Dynamic Rate Advertising
- Display & Text Retargeting
- Google AdWords, Display Ads

Smart Rates
- Mobile, Desktop

Future MetaSearch Channels: Oyster, HipMunk, Yahoo, Amazon, Facebook, Etc.
DRM: Meta Search Marketing

Why it is a Must Have for Hoteliers.

1. Part of efforts to shift bookings to the direct online channel

2. Advertising, NOT a Distribution Channel or an OTA

3. Levels the playing field with the OTAs

4. Tremendous value proposition to travel consumers providing 360-degree hotel research, planning and booking

Meta search marketing is not a distribution channel and is not a “set and forget” marketing initiative.
META SEARCH MARKETING
KEY PLAYERS

Google™
tripadvisor®
google™
bing™
KAYAK®
trivago®
Meta Search – Value Proposition

Case Study: Google Hotel Finder

Hotel Location: The best mapping service on the web

Hotel Information: There is more information about any hotel, its location, destination, local attractions and so on than anyone could possibly read in a lifetime

Customer reviews: Google provides Zagat’s Reviews plus a summary of reviews from all reviewing sites, including TripAdvisor

Real Time Availability and Rate Comparison: With Google Hotel Finder, Google has ‘closed the loop’ and now provides 360-degree hotel stay research with easy planning and booking.
Meta Search: Travelers Love It!

From Curiosity To Giant In The Room

Percent of Travelers Who Typically Use Metasearch Sites for Shopping, 2013

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>U.S.</td>
<td>36%</td>
</tr>
<tr>
<td>U.K.</td>
<td>35%</td>
</tr>
<tr>
<td>France</td>
<td>38%</td>
</tr>
<tr>
<td>Germany</td>
<td>42%</td>
</tr>
<tr>
<td>China</td>
<td>54%</td>
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Base: Travelers who shop for travel online. Source: PhoCusWright Inc.
The Last Mile of the Hotel Booking Process

- Travel Research/Planning
  - Search Engines
  - OTAs
  - Hotel Websites
  - Meta

- Decision Verification
  - Friends & Family
  - Facebook, etc
  - TripAdvisor

- Booking
  - OTAs
  - Hotel Websites
  - Voice
  - Meta

Case Study: TripAdvisor is establishing itself firmly as part of each of the three steps in the last mile of the hotel booking process.
Meta Search Marketing: TripAdvisor

Steal share away from OTAs, drive highly qualified traffic to site, encourage direct bookings, and display real-time rates.

Level the playing field with the OTAs by providing TripAdvisor users with a direct booking option to the hotel.

In 2013, a Boston hotel saw a **1554% ROAS** from this initiative.

**1. Display real-time rates**  
User will choose dates and rates/availability will update automatically

**2. User chooses hotel website**  
User clicks on the property’s logo and is directed to the property’s booking engine

**3. Increase direct booking opportunities**  
Option to include direct links to website with ‘Hotel Amenities’ and ‘Professional Photos’ links

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**Revere Hotel Boston Common ****  [Add to trip]**

200 Stuart Street, Boston, MA 02116  
[Hotel website] [Hotel packages]  617-482-1000  [Hotel amenities]

**Offers & Announcements**  
Save 10% Off Year Stay!

- [Booking.com]  $344*
- [Expedia]  $345*
- [Priceline]  $345*

*Prices above are provided by partners for use only. Use occupancy and do not include all taxes and fees. Please see our partners for full details.
Meta Search: Google Hotel Finder (HPA)

Appears within:

1. Google Maps
2. Google Hotel Finder Beta
3. Google Search Results Pages
Case Study: HeBS Digital MetaSearch Gateway

Complex Bid & Budget Management Technology to Maximize ROIs
DRM: Banner Advertising

- **The New York Palace**
  - A Premier Business Hotel in Midtown NYC
  - Book Now
  - Apr 26th, $488 per night

- **Parrot Key Resort**
  - Key West Waterfront Hotels & Villas
  - Define your paradise at Parrot Key Resort
  - March 17
  - Rate: $358
  - Book Now

- **Revere Hotel Boston Common**
  - One of Fortune's Nine Best New Business Hotels
  - Mar 17, 2014
  - From $367
  - Book Now

- **The New York Palace**
  - A Premier Business Hotel in Midtown NYC
  - Mar 17
  - From $229
  - Book Now

- **Revere Hotel Boston Common**
  - A Luxury Hotel in Downtown Boston
  - May 13
  - Rate: $367
  - Book Now
EARLY in 1936, Georgia O’Keeffe, the artist most famous for depicting the arid Southwest, suddenly decided to paint America’s diametrically opposite landscape — the lush tropical valleys of Hawaii. In an era when advertisers often hired fine artists to add a touch of class to their campaigns, the “least commercial artist in the U.S.” (as Time Magazine described her) was persuaded by the Dole pineapple company to visit the remote Pacific archipelago and produce two canvases. The offer came at a critical time in O’Keeffe’s life. She was 51, her career seemed to be stalling (critics were calling her focus on New Mexico limited, and branding her desert images “a kind of mass production”), and her marriage to Alfred Stieglitz was under serious strain.

Despite initial reservations about the project, her many letters back home
DRM – Smart Rate Promos on Property Website

Display real-time rates and boost bookings.

In a mobile case study conducted over 2 weeks, we saw:

<table>
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<tr>
<th>Click-throughs</th>
<th>Revenue</th>
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<tr>
<td>3,255</td>
<td>$18,511</td>
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<table>
<thead>
<tr>
<th>ROAS</th>
<th>Bookings/Nights</th>
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<tr>
<td>19/47</td>
<td>7300%</td>
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Using the Smart Rates Promo, rates can be displayed in real time and in tune with the typical booking window on a desktop website. Prominently displaying “Tonight’s Rate” increases mobile and same-day bookings.
DRM: Email Marketing

**LVH LAS VEGAS HOTEL & CASINO**

**THIS WEEKEND'S RATE**

$49.95 per night

Spacious and Modern Las Vegas Suites

Viandellis pharetra libero, accumsan sapien non. Lorem ipsum dolor sit amet, elitum in consequat eu velit nec.

3200 Paradise Road | Las Vegas, Nevada, USA | 88150 | Toll Free: 866-732-7117 | Main Line: 702-322-8111

**INDIAN WELLS CALIFORNIA**

04 Days 15 Hours 26 Minutes

**This Weekend Only, Save Up To 40% Off!**

This image contains a promotional offer for LVH Las Vegas Hotel & Casino during the weekend, offering a special rate of $49.95 per night. The offer is for spacious and modern Las Vegas Suites. Additionally, there is a countdown timer for an event in Indian Wells, California, indicating that it is 04 days, 15 hours, and 26 minutes away. The image also promotes a discount of up to 40% off for this weekend.
Is DRM and Meta a Threat or an Opportunity?

For search engine marketers?

Threat:
• To second tier search engines (e.g. Bing, Yandex, Baidu)
• To traditional marketing
• To non-forward thinking digital marketers

Opportunity:

Potent direct-response marketing tool

Major competitive advantage over the comp set

Perfect format to shift share from the OTAs to direct channel
Travel Marketer’s Action Plan in 2014

- Realize that 2014 is the Year of DRM
- Launch Meta Search on TripAdvisor and Google HPA
- Budget for DRM – banners and retargeting (display + text ads)
- Enable DRM promos on the property website

Big Picture:

DRM and Meta are here to stay

DRM MUST become part of your core marketing initiatives