

**DerbySoft** MetaSearch Manager

# The new trends and challenges in metasearch marketing

Wei Xia 夏卫

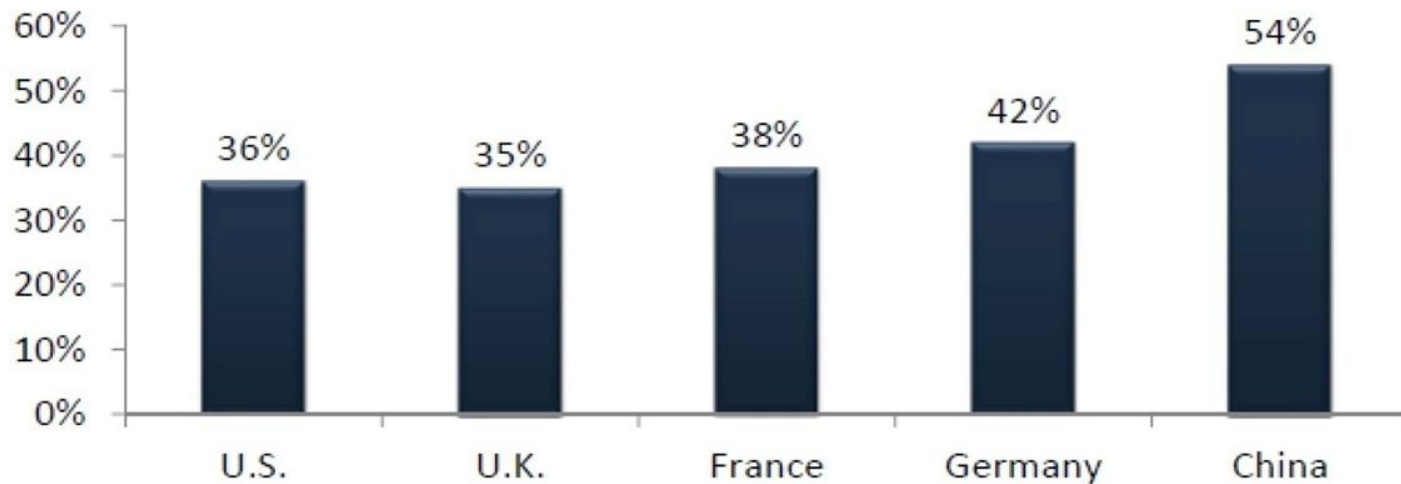
VP, New Products and Services

# Metasearch : Why does it matter?



# From Curiosity To Giant In The Room

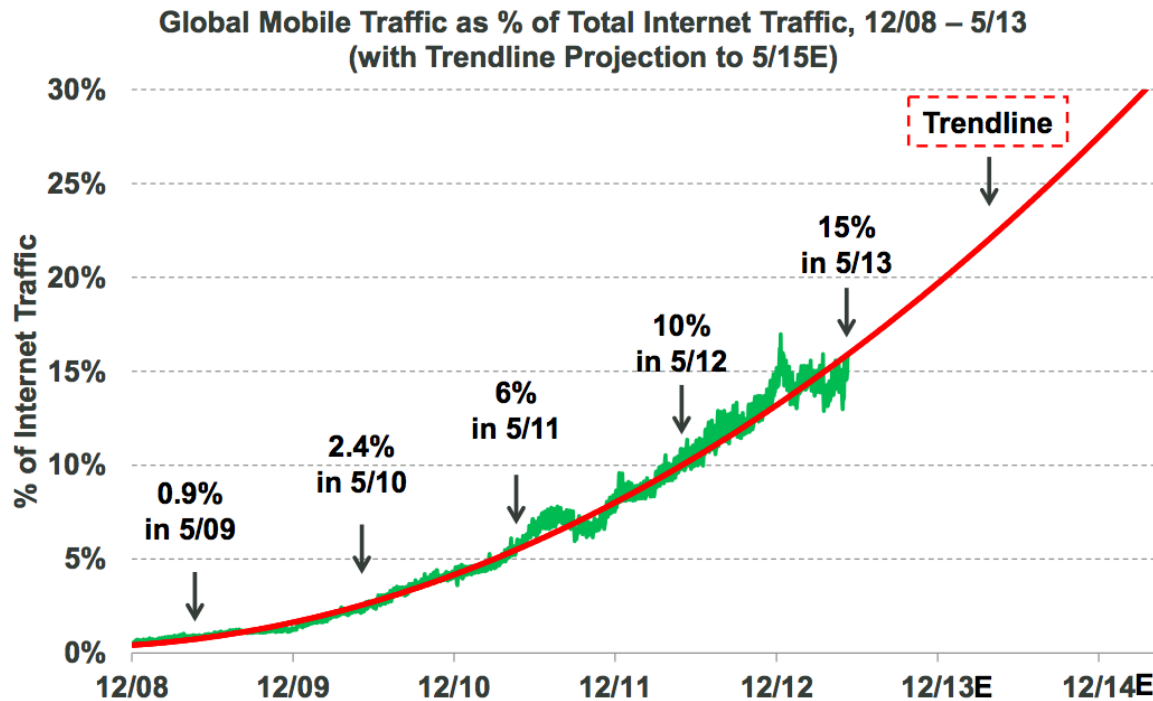
**Percent of Travelers Who Typically Use Metasearch Sites for Shopping, 2013**



Base: Travelers who shop for travel online. Source: PhoCusWright Inc.

# Rise of Mobile MetaSearch

**Mobile Traffic as % of Global Internet Traffic = Growing 1.5x per Year & Likely to Maintain Trajectory or Accelerate**

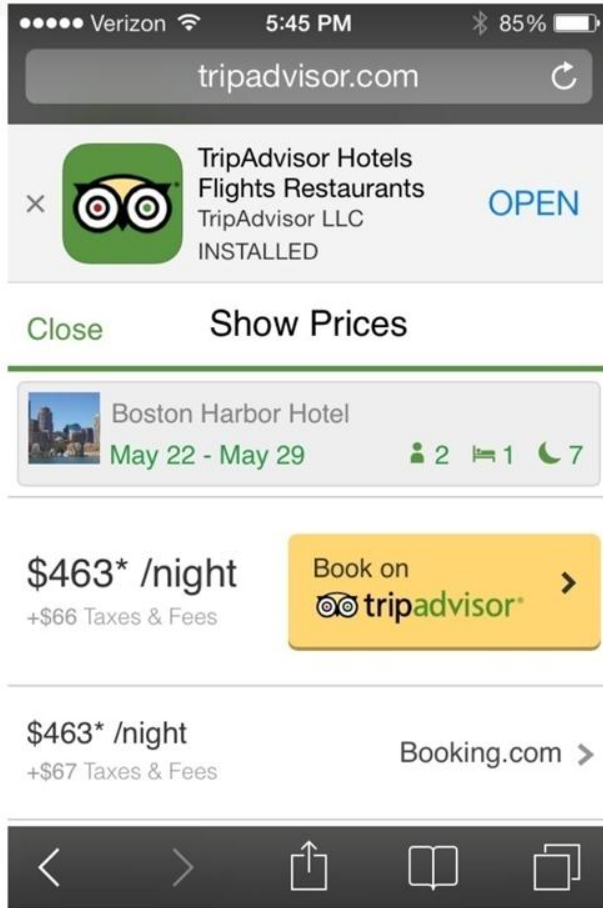


**KPCB**

Source: StatCounter Global Stats, 5/13. Note that PC-based Internet data bolstered by streaming.

32

# Book within MetaSearch




# CPC (CPA?) Bidding

Web Flights **Hotels** More ▾

Wednesday, April 30 Thursday, May 1

1049 hotels ★ Saved 8 Map 13 of 1049 < >





**DoubleTree Suites by Hilton Hotel New York City - Times Square**

4.1 ★★★★★ 277 reviews 4-star hotel ★ Save

All-suite 43-story hotel located in the heart of Times Square - Broadway, Madison Square Garden and Rockefeller Center nearby.

**ads** **Book a room**

 <b>Hilton.com</b> \$359 Total: \$418 / night	 <b>Booking.com</b> \$359 Total: \$418 / night	Hide rates ^
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Hilton.com Booking.com Expedia.com Priceline.com getaroom HRS

 Search for a city

Coast Inn of the North Hotel, Prince George


Home Prince Geor... ▾ Hotels ▾ Flights Vacation Rentals Restaurants Things to Do Best of 2013

Home > Canada > British Columbia > Prince George > Prince George Hotels > Coast Inn of the North

## Coast Inn of the North ★★★★★ [Add to trip](#)

770 Brunswick Street, Prince George, British Columbia V2L 2C2, Canada

[Hotel amenities](#)

	Check-in	Check-out	
	Mon, Nov 11	Thu, Nov 14	
	\$21 taxes & fees	<b>\$140*</b> <a href="#">Featured &gt;</a>	
	\$17 taxes & fees	<b>\$116*</b> <a href="#">&gt;</a>	
	\$21 taxes & fees	<b>\$141*</b> <a href="#">&gt;</a>	
	CheapTickets.com \$153* Priceline.com \$94*	Booking.com \$93* 7 more sites ▾	

[Professional photos](#)

[27 traveler photos](#)

\*Prices above are provided by partners for one room, double occupancy and do not include all taxes and fees. Please see our partners for full details.

## 175 reviews from our community

[Write a Review](#)

### Traveler rating

Excellent	<div style="width: 20%;"></div>	43
Very good	<div style="width: 30%;"></div>	73
Average	<div style="width: 40%;"></div>	38
Below average	<div style="width: 10%;"></div>	44

### Trip type

Family reviews	(21)
Couples reviews	(31)
Solo travel reviews	(26)
Business reviews	(73)

# Globalization, Localization, Personalization

**KAYAK** 酒店 航班 租车 更多

新加坡, 新加坡 日期: 5月26日 - 5月29日 3晚 x 1间客房 2位房客 搜索

427家酒店中的427家 显示的价格 以关联度排序

显示的价格: 每晚不含当地税务和费用价格 | 每晚总价 | 旅程总价

**Half-Price Hotels in 新加坡**  
Over 400,000 Hotels Online. Book Now, Pay at Check-Out! **Booking.com**

**新加坡泛太平洋酒店**  
★★★★★ | 极好 - 2394 则点评  
离新加坡 (市中心) 1.5 公里  
有空调 互联网 游泳池  
机场巴士 停车 小厨房

**新加坡卡尔登酒店**  
★★★★★ | 极好 - 7705 则点评  
离新加坡 (市中心) 1.8 公里  
有空调 互联网 游泳池  
机场巴士 停车 小厨房

**史丹佛瑞士酒店**  
★★★★★ | 极好 - 5973 则点评  
离新加坡 (市中心) 1.5 公里

星级: 5 stars (\$244), 4 stars (\$125), 3 stars (\$81), 2 stars (\$53), 1 star (\$165)

价格: \$19 - \$1241

酒店名称: 酒店名称或品牌

**tripadvisor** Singapore Hotels

Singapore Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2014

Asia Singapore Singapore Singapore Hotels

Experience exclusive Pacific Club Privileges today **BOOK NOW**

Hotels (290) B&B and Inns (60) Specialty Lodging (180) Vacation Rentals (21)

**Singapore Hotels** 290 of 290

05/26/2014 05/29/2014 **Change dates** Clear dates

All Singapore hotels (290) **Just for you** Best Value (29) Luxury (87) Business (78)

Price Rating Neighborhood More Sort: Availability

**AMOY by Far East Hospitality** ★★★★★  
Offers & Announcements Up To 25% off...

#2 of 290 hotels in Singapore  
101 reviews

"Service and caring" 05/22/2014  
"Top Class Hospitality" 05/19/2014

Professional photos | Traveler photos (73) | Map

**Expedia**  
**\$254\*** per night

Booking.com \$254\*  
Hotels.com \$254\*  
Venere.com \$245\*

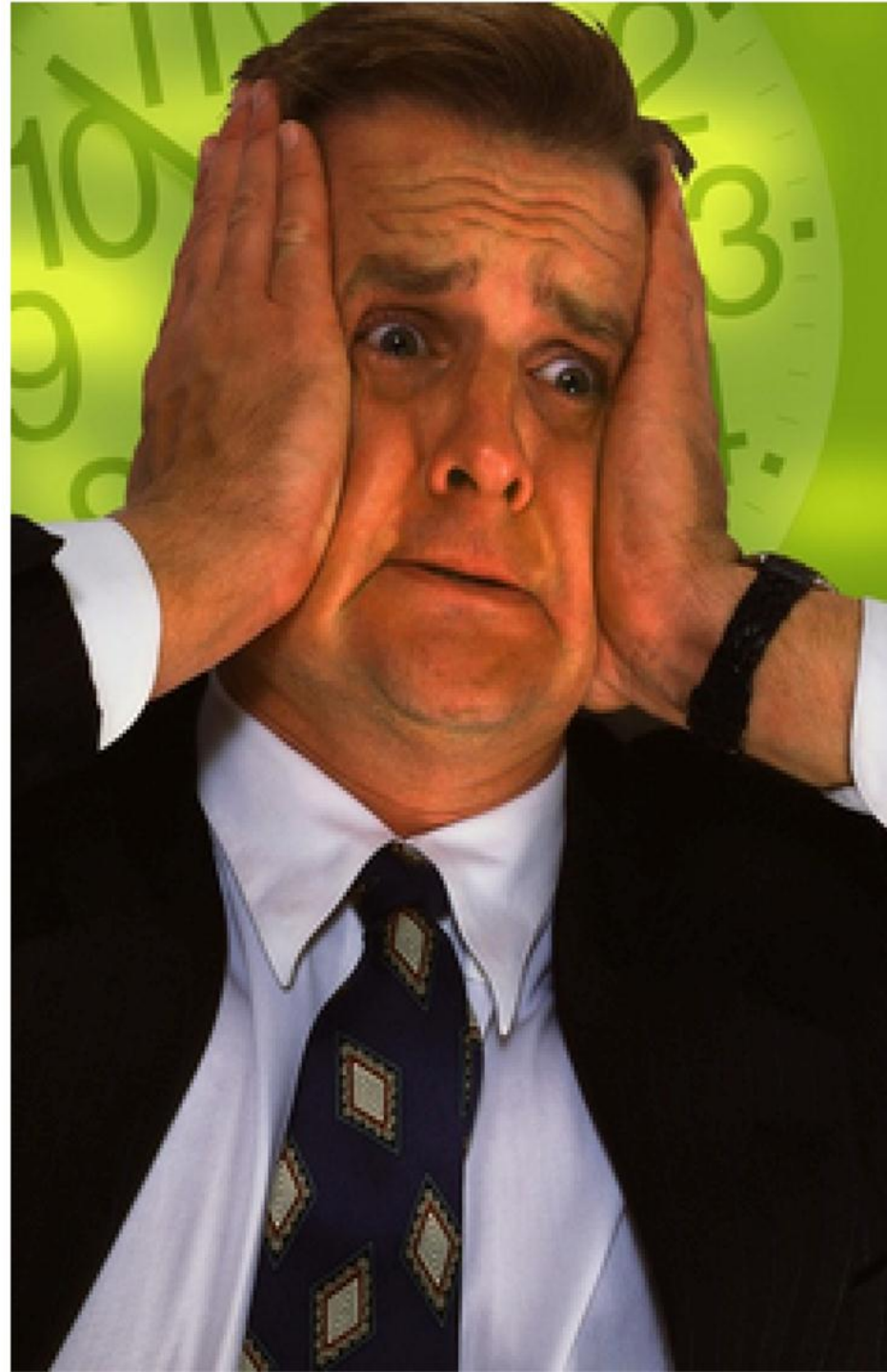
See all 10 \*Disclaimer

## Challenges??

**1%**

of the visits to hotel suppliers  
are from meta search in 1H12

Source: PhoCusWright





# Lack of connectivity?



New York City

Su, 11/10/13  
Mo, 11/11/13

Search

List Map 398 out of 1399 hotels

Sort by Popularity



## Hilton New York Fashion Dist...

★★★★☆ New York City

Booking.com	\$178	priceline.com	\$178
Hotels.com	\$178	Olotels.com	\$240
Prestigia		otel.com	

82

3.8

View all prices

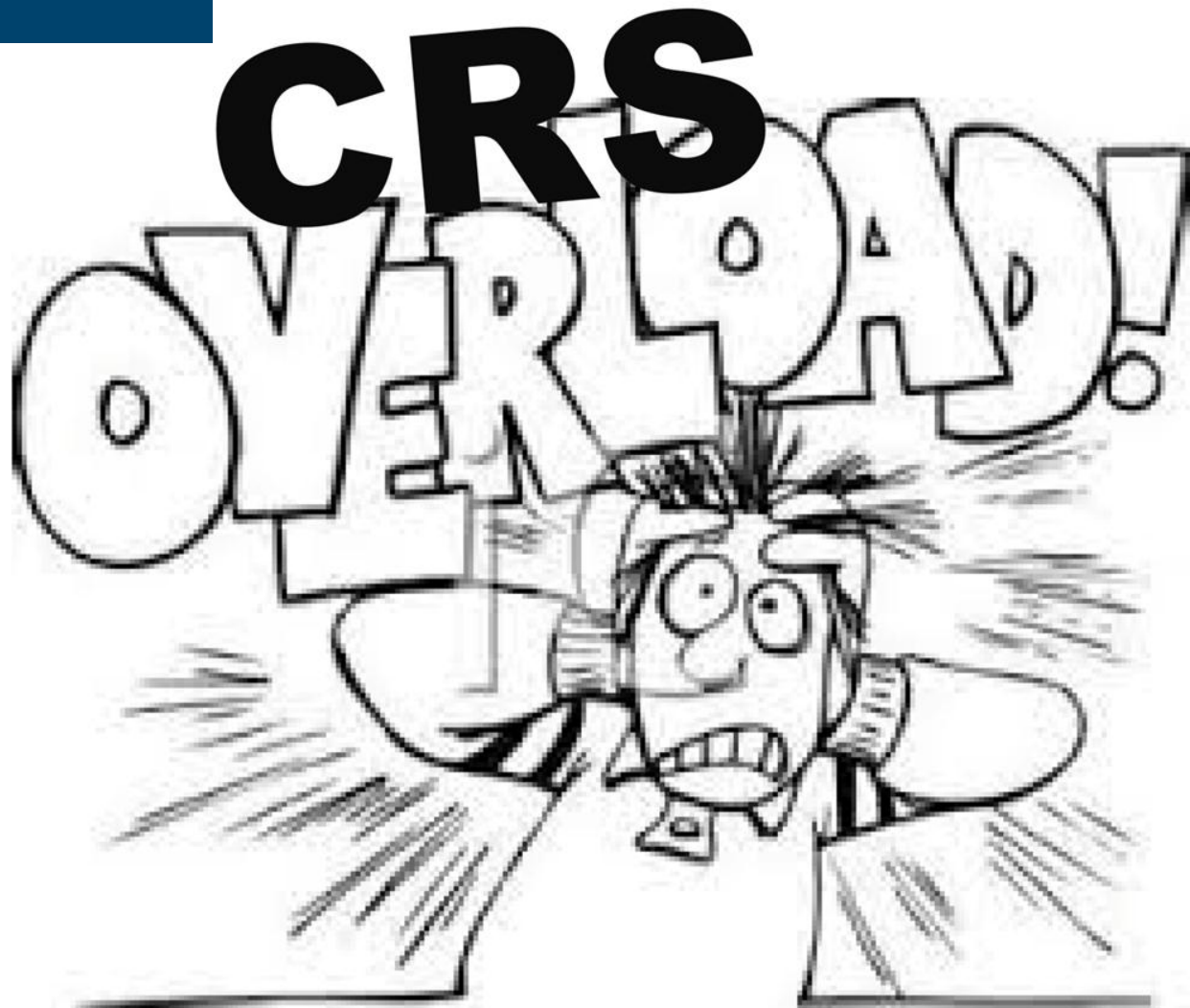
Expedia  
**\$240**  
**\$178**

View Deal

A screenshot of a Kayak search results page for Dallas, TX. The page shows a list of hotels with filters for price, star ratings, and amenities. The Kayak logo is prominent at the top. The search results include hotel names, prices, and star ratings. The woman's face is superimposed over the screenshot, showing her frustration with the search results.

A screenshot of a travel planning website interface. The page features a search bar for 'City or hotel name' and various filters for 'Airport (DFW)', 'Lewisville', 'Star Ratings', and 'Price'. The website is titled 'Plan your perfect trip'.

# CRS overload



Wednesday, April 30

Thursday, May 1

# Complex to manage campaigns and optimize ROI

049 < >



See all photos

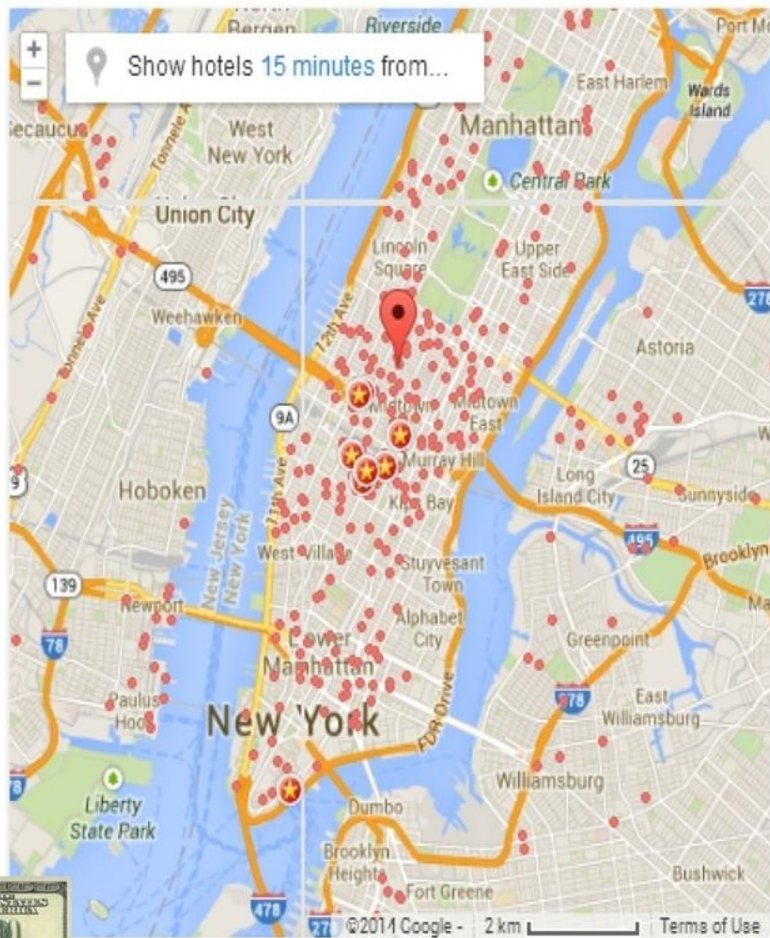
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★ Save

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and map for hotels in New York, NY

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Hide rates ^



## Difficult to manage content?

- How to package and prepare content is very important  
Dynamic content: rate plans, structured policies  
Static content: structured content, automatic update
- Content like Tag Lines play an important role to convert an impression to a click and then to a booking
- Hotels' customers are all over the world, of different nationalities, and with different languages and user preferences. Language and user interface are a big challenge.



你好

Hello

こんにちは

안녕하세요.

sveiki

Bonjour

Solutions...

# MetaSearch Marketing Management

*Connect*

*Cache*

*Control*

# Meet us at

-Booth14

-May27,4pm, Free Workshop@Room I

-May28,1pm, Masterclass

[www.MetaSearchManager.com](http://www.MetaSearchManager.com)