



EPISODE 3

Meta Search Marketing

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ECOMMERCE MANAGER

FEBRUARY 13, 2024

Agenda



- **What is Meta Search Marketing?**
- **How do we use Meta Search?**
- **2023 Results and Numbers**
- **Closing & Questions**



What is Meta Search?



Metasearch sites are information aggregators that display rates for multiple booking channels. Some of the most prominent include **Google Hotel Ads, TripAdvisor, KAYAK, and Trivago.**

Through metasearch websites, travelers can search for real-time hotel room prices and availability in a single view. Unlike other marketing channels, metasearch uses live rates with a path to purchase that leads directly to the hotel website.

AC Hotel by Marriott Columbus Dublin

4.6 ★★★★★ 1,057 Google reviews
3-star hotel

[Website](#)
[Directions](#)
[Save](#)
[Call](#)

Check availability

Address: 6540 Riverside Dr, Dublin, OH 43017
Phone: (614) 798-8652

Compare prices

Sun, Feb 25

Mon, Feb 26

2

Sponsored · Featured options


	Hotels.com	\$170	>
	Expedia.com	\$170	>
	Booking.com	\$170	>
	Priceline Free cancellation until Feb 23	\$170	>

All options


	AC Hotel by Marriott Columbus Dublin Official site	\$170	>
	Hotels In America	\$168	>

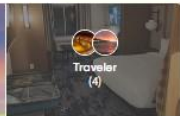


View 25 more from \$168

Fairfield Inn & Suites by Marriott Lebanon Near Expo Center

 14 reviews | #3 of 6 hotels in Lebanon
 100 Springwood Drive Near Expo Center, Lebanon, PA 17042
[Visit hotel website](#) | [1 \(844\) 631-0595](#) | [Write a review](#)

Check availability



View all photos (47)

View prices for your travel dates

Check in
- / - / -

Check out
- / - / -

Guests
1 room, 2 adults, 0 children

Hotel direct offer! Unlock Member Rates!

	<ul style="list-style-type: none"> Breakfast included 	\$152	View deal
	<ul style="list-style-type: none"> Breakfast included Get rewarded with One Key 	Only \$152 at \$152	View deal
	<ul style="list-style-type: none"> Marriott Bonvoy member rate Offered through their loyalty program Book Now with Marriott Bonvoy 	\$149	View deal
	<ul style="list-style-type: none"> Breakfast included Get rewarded with One Key 	Only \$152 at \$152	View deal
	<ul style="list-style-type: none"> Breakfast included Go to your Happy Price 	Only \$152 at \$152	View deal
	<ul style="list-style-type: none"> Breakfast included 	Only \$152 at \$152	View deal
	<ul style="list-style-type: none"> Breakfast included Multiple ways to pay 	Only \$152 at \$152	View deal

*As travelers narrow their preferences and move from the planning to booking stages, metasearch ads influence them to book directly in the final stretch.

How do we use Meta Search?

Through the brands, we are able to use Meta Search via Koddi, a global company that specializes in commerce media. More familiarly known as:

- Marriott PLUS
- Hilton Amplify
- IHG Boost
- Choice RevUP

Managing our Meta Search



Jaime Gardner,
PLUS Media
Consultant



Kyle Preuss,
Koddi
Consultant

IHG® BOOST!



Shaner
Ecommerce
Team



- Home
- Media Plan
- Hotels
- Reports

Hotel Selection

Moxy Columbus Short North
CMHGX, Columbus

Hotel Balance

Direct Balance: \$378
OTA Balance: \$67

Setup Keep Me Funded

Add Funds

Budget

Total Monthly:
Recommended:

\$500.00
\$2,624.33

Goal

Focus on Conversion

Media Plan Direct Media OTA

Bid History

Pacing

Plan Details

Budget
Feb Budget
\$500
Future Months

Export February Edit Plan

Active Media Plan	Pacing Range 02/01 - 02/29	Remaining 21 Day(s)	Feb Actualized Budget Spend \$199	Budget \$500.00	Recommendation \$2,624.33	Total Room Nights 4	Total Revenue \$813.00	Avg GRE 7.0:1
Direct	Budget Spend \$53			Budget \$400.00	Recommendation \$1,290.43	Total Direct RN 3	Total Direct Revenue \$614.00	Avg GRE 6.3:1
Metasearch	Budget Spend \$84			Budget \$400.00	Recommendation \$681.15	Room Nights 3	Revenue \$614.00	Avg GRE 6.3:1
Paid Search	Budget Spend \$0			Budget \$0.00	Recommendation \$150.00	Room Nights 0	Revenue \$0.00	Avg GRE 0.0:1
Sponsored Listing	Budget Spend \$0			Budget \$0.00	Recommendation \$159.28	Room Nights 0	Revenue \$0.00	Avg GRE 0.0:1
Social	Budget Spend \$0			Budget \$0.00	Recommendation \$300.00	Room Nights 0	Revenue \$0.00	Avg GRE 0.0:1
OTA	Budget Spend \$17			Budget \$100.00	Recommendation \$1,333.90	Total OTA RN 1	Total OTA Revenue \$199.00	Avg GRE 10.5:1
Expedia TravelAds	Budget Spend \$0			Budget \$0.00	Recommendation \$1,033.90	Room Nights 0	Revenue \$0.00	Avg GRE 0.0:1
Booking Network Sponsored Ads	Budget Spend \$17			Budget \$100.00	Recommendation \$300.00	Room Nights 1	Revenue \$199.00	Avg GRE 10.5:1

In some circumstances, a hotel's actualized monthly spend may exceed the monthly budget by up to 7% due to publisher and reporting delays. Visit the help section to learn more.

*Moxy Media Plan Example

January 2024

January Reporting (Market Avg.)'		Clicks	Spend	CPC	Bookings	RNs	Revenue	ADR	GRE
Luxury	1	3,075	\$5,811	\$1.89	42	139	\$130,124	\$936	21.4
Premium	2	1,616	\$3,928	\$2.43	66	121	\$36,910	\$305	8.4
Select	9	337	\$558	\$1.66	17	30	\$6,471	\$213	10.6
All	12	1,676	\$3,432	\$2.05	41	97	\$57,835	\$597	15.9

	Clicks	Spend	CPC	Bookings	RNs	Revenue	ADR	GRE
All	433	\$825	\$1.91	23	54	\$17,341	\$321	20.0
OTA	178	\$149	\$0.84	4	4	\$1,086	\$272	6.3
Expedia TravelAds	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Booking Network Sponsored Ads	178	\$149	\$0.84	4	4	\$1,086	\$272	6.3
Metasearch	182	\$454	\$2.50	15	41	\$13,287	\$324	28.2
Google Hotel Ads	161	\$423	\$2.63	12	32	\$7,944	\$248	17.8
Kayak	8	\$9	\$1.15	1	2	\$426	\$213	45.2
Trivago	1	\$1	\$1.28	0	0	\$0	\$0	-1.0
TripAdvisor	12	\$21	\$1.72	2	7	\$4,918	\$703	237.2
Sponsored Ads	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Google Property Promotion Ads	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Kayak Sponsored Listing	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Trivago Sponsored Listings	0	\$0	\$0.00	0	0	\$0	\$0	0.0
TripAdvisor Sponsored Placements	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Social	33	\$105	\$3.17	3	3	\$618	\$206	4.9
Paid Search	40	\$117	\$2.93	1	6	\$2,349	\$392	19.1

2023 Meta Search Results



Marriott PLUS

Spend	Clicks	Room Nights	Revenue	Average ROI
\$144,299.80	63,735	12,802	\$2,423,111.48	15.8:1

2023 Leaders (by ROI)

- AC Hotel Dayton 28.3:1
- Springhill Suites Columbus Dublin 28:1
- Playa Largo Resort 24:1
- Fairfield Delray Beach 23:1
- AC Hotel Columbus Dublin 21:1

**Results do not include Booking Network Sponsored Ads, Paid Search, Sponsored Listings, or Social Campaigns that were run via MarriottPLUS in 2023.*

Hilton Amplify

Spend	Clicks	Room Nights	Revenue	Average ROI
\$10,868.92	7,700	753	\$143,560.69	13.2:1

2023 Leaders (by ROI)

- Hampton Inn State College 23:1
- Hilton Aventura 15:1
- Hampton Inn Hershey 14:1

**Results do not include Booking Network Sponsored Ads, Paid Search, Sponsored Listings, or Social Campaigns that were run via Hilton Amplify and Elevate in 2023.*

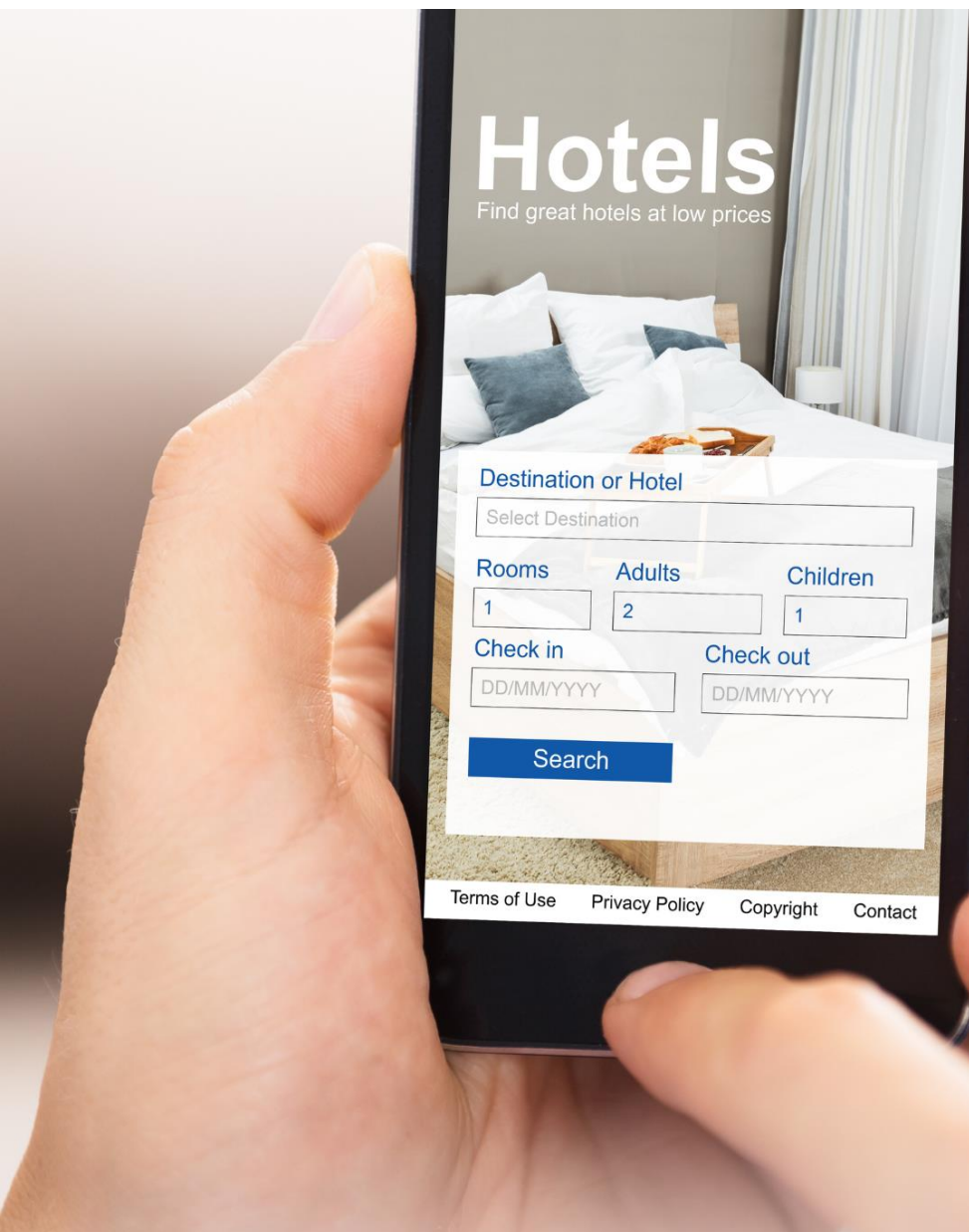
IHG Boost

Spend	Clicks	Room Nights	Revenue	Average ROI
\$5,897.65	3,283	574	\$76,634.08	13:1

2023 Leaders (by ROI)

- Holiday Inn Express State College 16.4:1
- Holiday Inn Express Charleston 16.1:1
- Holiday Inn Jacksonville 9.3:1

**Results do not include Booking Network Sponsored Ads, Paid Search, Sponsored Listings, or Social Campaigns that were run via IHG Boost in 2023.*



Questions?
