

Profit from Personalisation!



Today's speakers



Fiona Gillen

VP Marketing



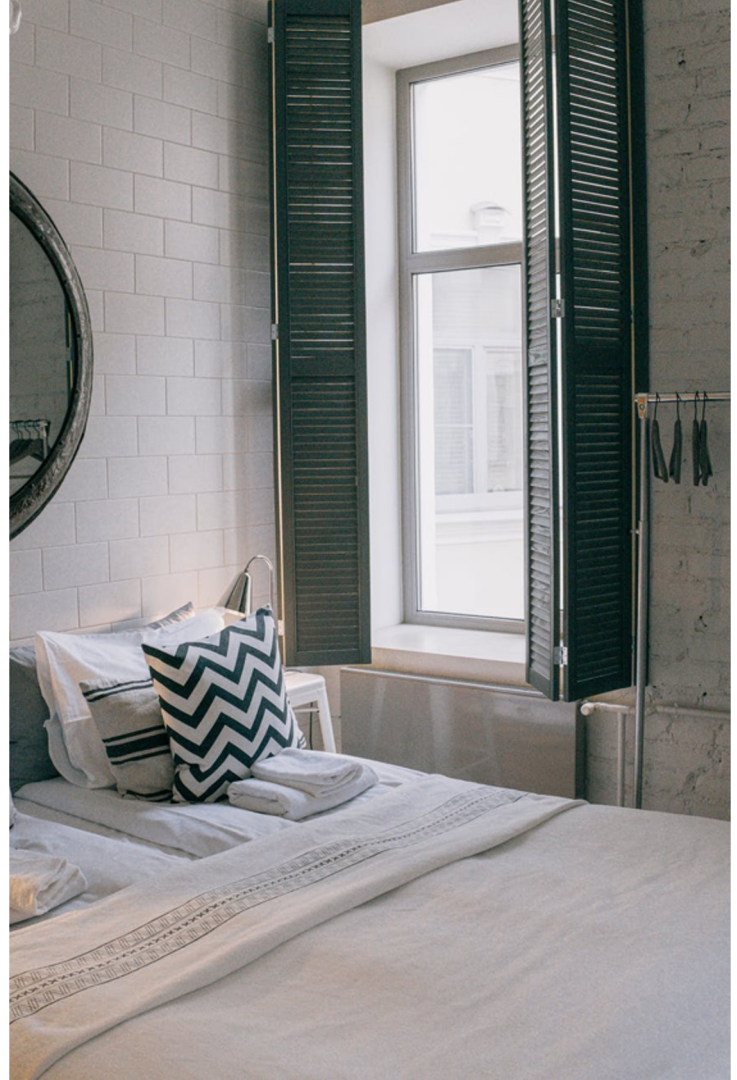
Matt McRoberts

Digital Marketing
Manger



Today's topics

- Why does personalization matter?
- Personalizing the user experience to grow your direct channel
- Hastings Hotels:
Let's see it in action
- Q&A - ask us anything!



This is THN: Growth for your direct channel



An ecosystem of growth tools to power the direct relationship between hotel brands and their guests

14,000+

Hotels

100+

Countries

160+

Employees

+32%

Conversions

Barceló
HOTEL GROUP

MINOR
HOTELS

glh.

One&Only


Oberoi
HOTELS & RESORTS

F
FRASERS
HOSPITALITY

 **P R E M**
GROUP

 **CLASSIC**
BRITISH
HOTELS

 **DIAMOND.**
Resorts

25hours hotels

Preferred
HOTELS & RESORTS

BW | **Best Western.**
Hotels & Resorts

PENTA
HOTELS



A modern dining room with large windows and tables. The room is brightly lit, and the tables are set with plates and glasses. The overall atmosphere is clean and contemporary.

**Why does
personalization
matter?**

Know what consumers want, before they know it



NETFLIX



High price custom shoes boost direct sales & margins



\$120.00 ★★★★★ 23 reviews
NIKE LUNARFLY+ 1.5 iD RUNNING SHOE SIZE ▾ SAVE ▾ ADD TO CART

5/6 Completed 1 ▾ 2 ▾ 3 ▾ 4 ▾ 5 ▾ 6 ▾ Start Over

1. BASE

SELECT A SOLID COLOR OR 1 OF 5 GRAPHIC OPTIONS

No Passing Zone ▾

CHOOSE A PRIMARY GRAPHIC COLOR

CHOOSE A SECONDARY GRAPHIC COLOR

Next ▸

A side view of a black Nike LunarFly+ 1.5 iD running shoe. The shoe features a custom, colorful, abstract pattern in shades of orange, green, and white on the side panels and laces. The Nike swoosh is white. The sole is white with a black midsole. The tongue has "YOUR NIKE LUNARFLY+ 1.5" printed on it.

NIKEiD

SHARE YOUR DESIGN Facebook Tweet Email +

MAKE A POSTER Get Started ▸

ADD TO NIKEiD GALLERY Add Your Design ▸

BEFORE CAPTURE ROTATE ZOOM 3 VIEWS SCENE ON



Every CEO is talking about personalization

“Ensure every guest anywhere in the world can receive truly **personalized** service.”

Arne Sorenson
CEO



“We want to make sure that guests have a deeply **personalized** experience.”

Herve Humler
Executive Chairman



“Bring our users the most advanced, **personalized** and seamless customer experience.”

James Liang
Executive Chairman



Personalization applies throughout the guest journey



Booking



On Property



Post Stay



The booking formula

Generate
Traffic

X

Convert Traffic
into Bookings

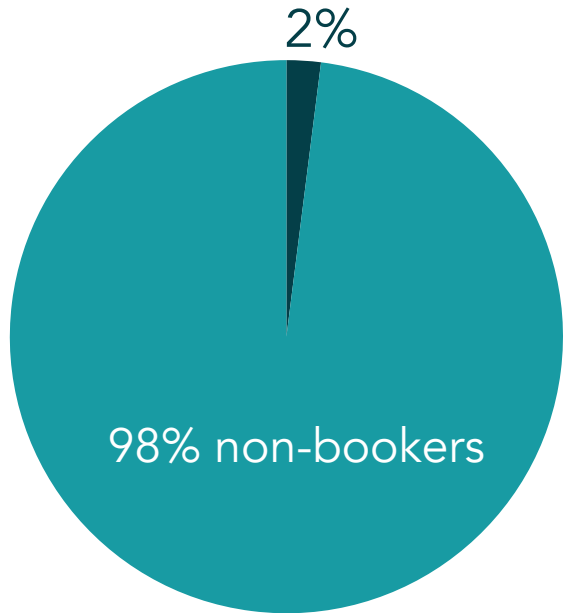
Number
of Users

X

%
Conversion Rate



On average, 98% of users leave your website without booking a room



To a traditional
hotel website
all users are the
same



With predictive
personalization
every user is
different



Personalization drives higher conversion rates



Less
marketing
spend



More
direct
bookings





**Personalizing the user
experience to grow your
direct channel**

To survive and thrive, hotel brands need to build a strong direct channel

Reduces reliance on 3rd parties and provides lower costs / higher ROI

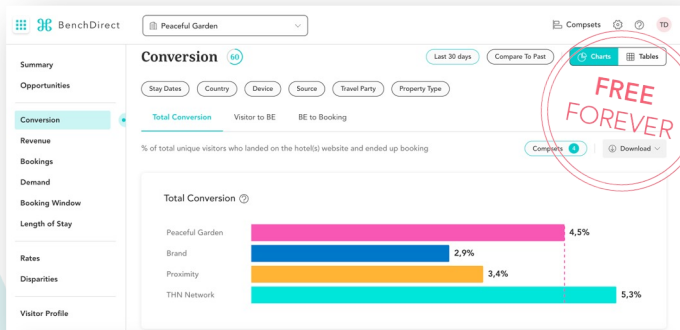
Enables the hotel brand to regain a **direct** relationship with guests



How our clients achieve direct channel growth

Learning

Benchmarking



Getting Results

Personalization

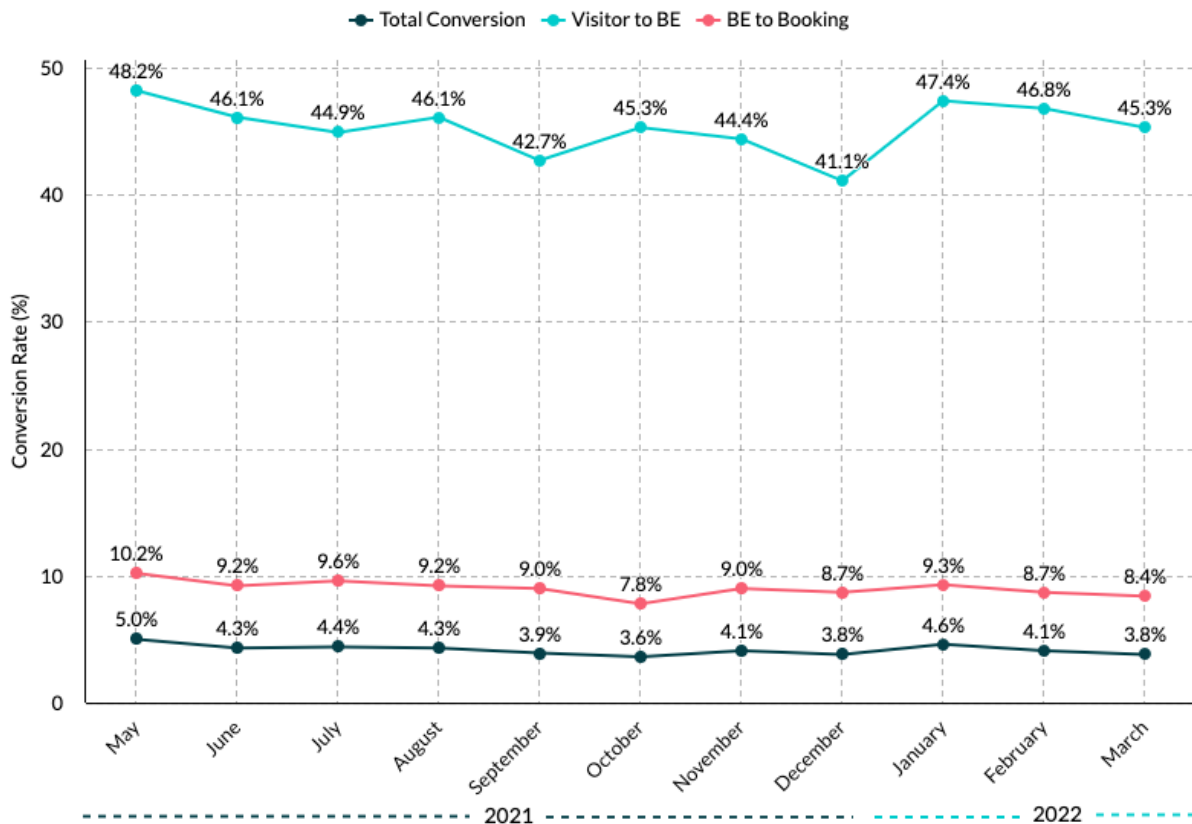
The screenshot shows a hotel website with a personalized welcome message and search filters. The filters include Country, Search dates, Source, and Minimum Booking Value.

Country: France
Search: 01/12/2018 and 31/12/2018
Source: Google
Minimum Booking Value: \$200

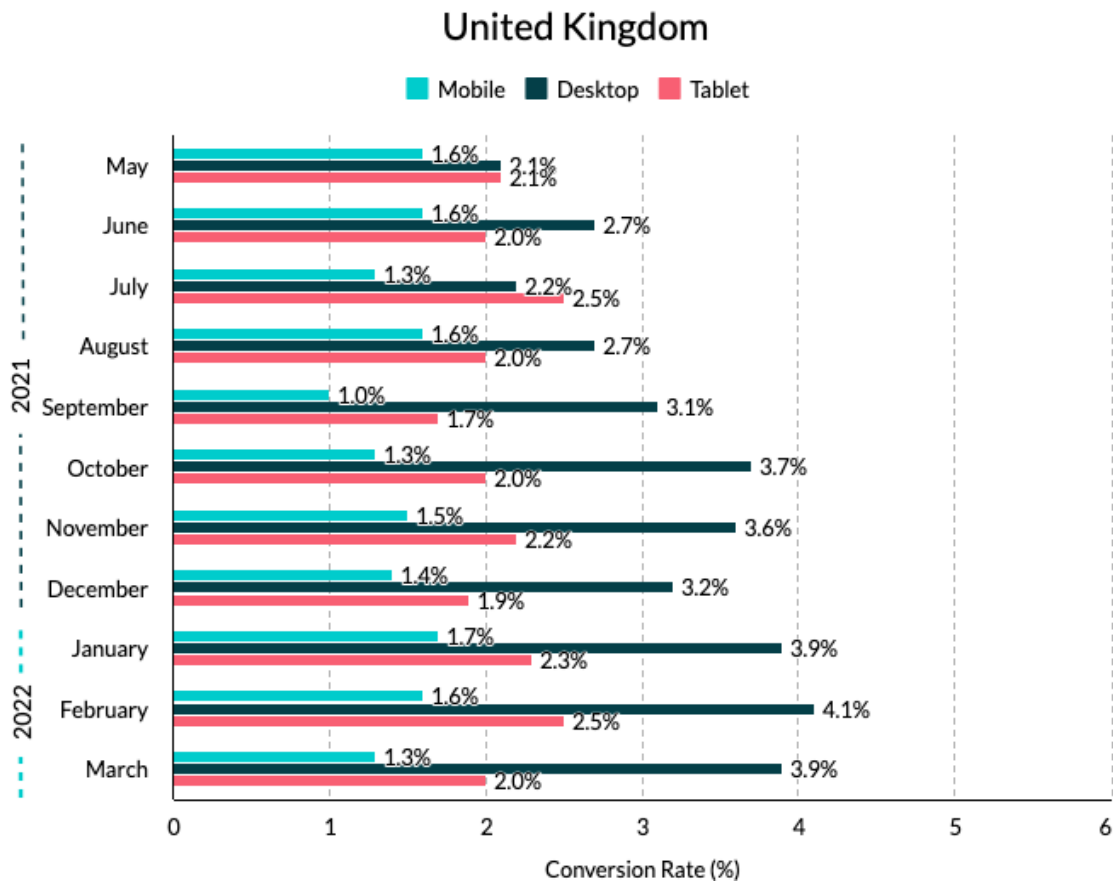
Welcome to our hotel
Searching for a hotel in Barcelona? Here's a special discount for your stay with us. Use the code RICH to get a 10% discount.
[Book now](#)

Website funnel conversion rate

United Kingdom



Website conversion rate by device



Opportunities: Let BenchDirect guide you

Opportunities

This section will identify your areas of opportunity and suggest actions based on your performance during the latest period across the different BenchDirect sections compared to your Proximity compset. Act on these BenchDirect

High impact Reduce your disparity frequency for Agoda.com ?

Goal	Target	OTA	Disparity Reduction	Total Disparities to
Disparities	All	Agoda.com	-96,1%	1578

Your disparity frequency for all is 85% compared to 3,3% for the Proximity compset. Matching the 3,3% disparity frequency of your Destination, would lead to an estimated 96,1% reduction in your overall disparity frequency.

Strategies to act now

Low impact Increase your visitor to BE conversion rate for United States (

Goal	Target	Revenue Uplift	Estimated Lost Revenue
Revenue	Country, United States	+8.2%	£4,900

Proximity compset

Proximity compset

This area is defined automatically, based on your location and the density of hotels around it. To ensure you have access to the most relevant dataset, if your area has a limited number of comparable hotels, we will expand the size of the associated geographical area (minimum compset size: 10 properties). For your hotel, BenchDirect™ is tracking properties in the area contained by the polygon below.

Map Satellite

Car Keyboard shortcuts Map data ©2022 Terms of Use Report a map error



What can we help you with?

Total conversion
below average

Visitor to BE
below average

BE to booking conversion
below average

Avg. Booking Value
below average

Bookings below
average

Visitors who search
below average

Search distribution by stay
date below average

Avg. LOS for bookings
below average

Disparities frequency
above average

Mobile conversion
below average

Conversion below avg.
in top source markets

Let's see what **personalization** can do...



Behavioral targeting to personalise the user experience



Timing

- Date range
- Weekday
- Time of day
- Timezone



Demand

- Stay dates
- Stay dates of the week
- Early bird, last minute
- Length of stay
- Booking value & availability



Travel Party

- Number of adults
- Number of children
- Number of rooms



Visitor Profile

- Geo-location
- Traffic source



Visitor Behaviour

- Membership status
- Previous interactions on website



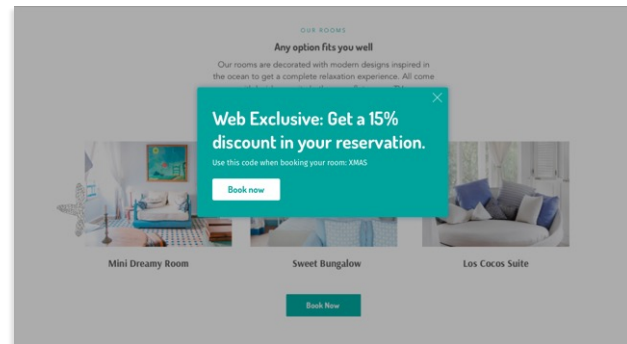
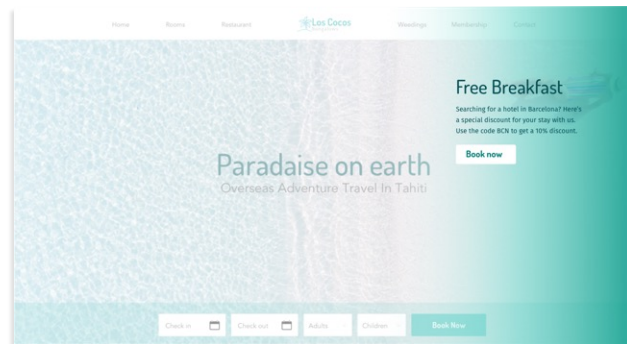
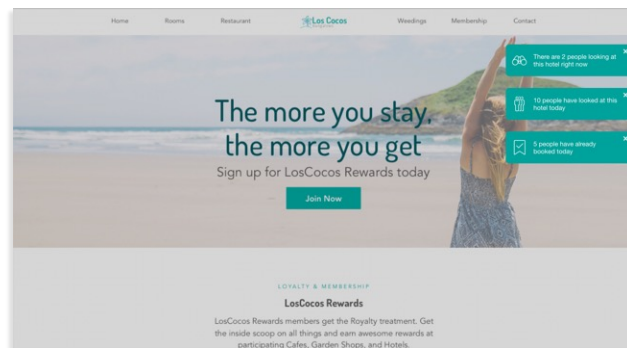
Custom Targeting

- Device
- URL variables
- CRM targeting



The best combination of fully customizable message formats

- Smart Notes
- Layers
- Inliners
- Exits



Welcoming back returning visitors

The screenshot shows the Thistle Hotels website homepage. The header includes the Thistle logo, navigation links (Rooms, Restaurants & Bars, Meetings, Facilities, Gallery, Location, Vouchers, Special Offers, Contact), and user options (SIGN IN / REGISTER FOR DISCOUNTS, Login, Register, Blog). A circular overlay in the center features a background image of a dining table with a glass of water and a plate of food. The text in the overlay reads: "Glad to see you back here! We want to remind you that our Gold Members get a 20% discount plus discounts in all of our Dining Experiences. View Availability". To the right of the overlay is a "BOOK NOW" modal form with fields for Check In (10 DEC), Check Out (11 DEC), Rooms (1), Adults (1), and Children (0), a "Book Now" button, and a "Best Price Guarantee" icon. Below the booking form is a "SIGN IN OR REGISTER" section with icons for a wallet, a fork and knife, and a pound sign, representing "BEST PRICE GUARANTEED", "EXCLUSIVE OFFERS", and "MEMBER DISCOUNTS" respectively. In the bottom left corner, there is a "Reviews Summary" widget showing a 4.2/5 rating and a comparison to other hotels in London.



“Welcome Back”
Layer on homepage

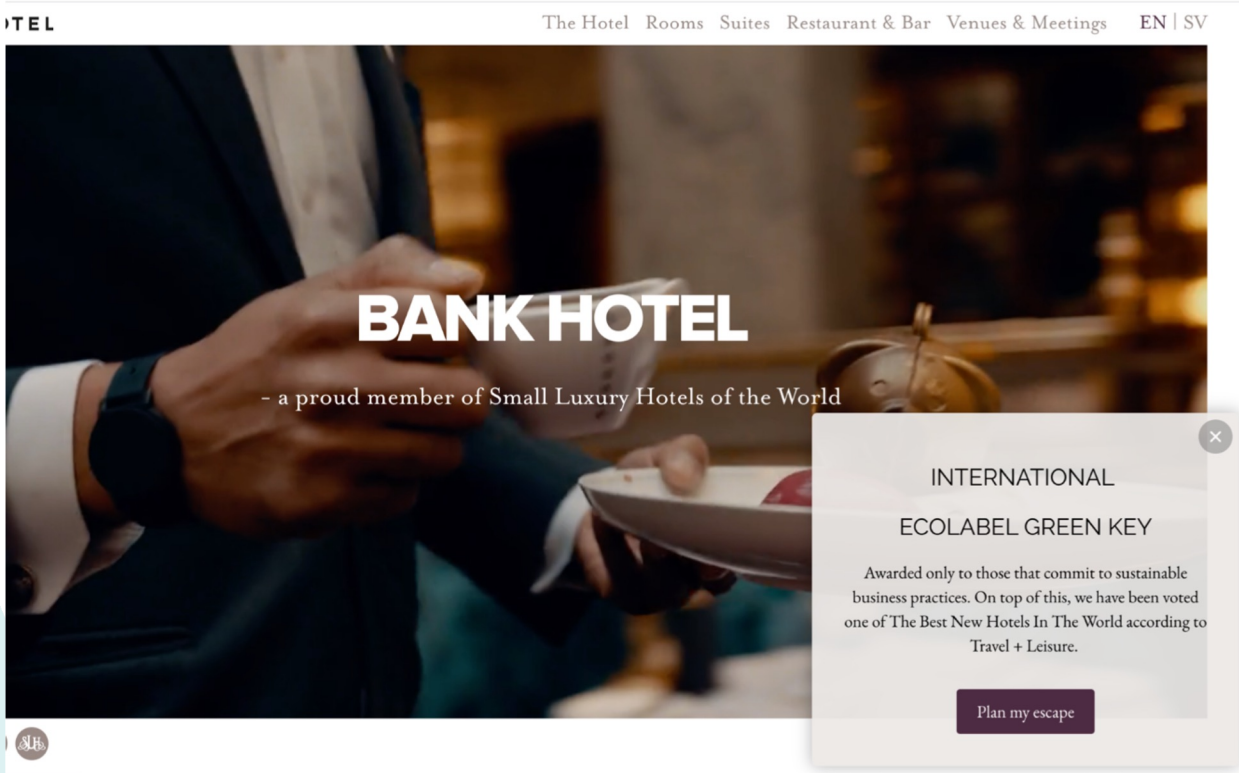


Targeted towards

- repeat visitors >60 days
- registered as Gold members
- with an interest in F&B



Greeting users differently depending on the source



Layer on homepage



Visible to users from a specific source: Ecosia



Targeting families with a relevant message

The screenshot shows a hotel booking interface. At the top, there are navigation links: 'CORPORATE CUSTOMER', 'MORE', 'SVENSKA', 'BECOME A MEMBER FOR THE BEST PRICE!', and 'LOGIN'. Below this is a search bar with fields for 'GUESTS' (1 ADULT, 1 CHILDREN), 'CHECK IN' (FRI 18 SEP 2020), and 'CHECK OUT' (SAT 19 SEP 2020), with a 'SEARCH' button. A smart note is displayed in the top right corner of the search area, featuring an icon of two people and the text: 'Did you know? Children under the age of 5 always stay for free at Elite Hotels!'. Below the search bar, the text 'PRINA TOWER, STOCKHOLM' is visible. A yellow banner below that contains the text: 'to make some adjustments in the services we offer. We sincerely hope for your understanding. Please contact the hotel directly for more details.' At the bottom, a 'DELUXE' room listing is shown with a photo of the room and a list of amenities: 'Bed 200 cm or 2x100 cm', '30 m²', 'Wifi included', and 'Breakfast included'. A description of the room follows.



Did you know? Children under the age of 5 always stay for free at Elite Hotels!



Smart Note in BE



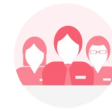
Targeting families (2 adults + 2 young kids selected in BE)



Boosting LOS by tempting guests to stay for longer

The screenshot shows a hotel booking interface for Berns. At the top, there is a search bar with the following fields: ADULTS & CHILDREN (1/0), DATES OF STAY (Nov 27-28), ACCOMMODATIONS (Select), TOTAL (0 SEK ALL ROOMS 0 SEK), and ENGLISH (SEK). Below the search bar, there are two promotional banners. The top banner is titled "EXTEND THE BERNS FEELING" and offers a 25% discount for extending a stay to the weekend. The bottom banner is titled "BERNS SUMMER VACAY" and offers a discount based on the number of nights stayed, ranging from 10% for 1 night to 50% for 5 nights or more. The interface also shows a "Extend my stay" button and a "BOOK" button.

Top: Layer in BE
Right: Layer on Homepage



- Targeting based on:
- Stay days: Saturday
 - LOS: 1 night



Since launching the campaign:

- +23% in LOS searched
- +47% in LOS booked

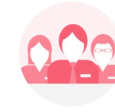


Targeting high-intent users to increase ADR

The screenshot displays a hotel booking interface. At the top, the search criteria are "4-5 MAR 2021 • 1 ROOM, 2 ADULTS". The current selection is "STANDARD" with a price of "TOTAL 1080 SEK". A modal window titled "EXCLUSIVE DEAL" is overlaid, offering "10% off our Deluxe and Superior Rooms" for a limited time. A button labeled "Click to apply the offer" is visible. Below the modal, the "BEST WEB RATE" is shown as "1080 SEK" with a "SELECTED" button. An alternative rate of "872 SEK" is shown with a "SELECT" button. A "Continue" button is at the bottom.



Layer in BE



Targeting users with high purchase intent



Offer only for premium rooms using a 1-click promocode





Hastings Hotels
Let's see it in action

Guest speaker



Matt McRoberts

Digital Marketing Manager






BALLYGALLY
CASTLE


CULLODEN
ESTATE AND SPA


EUROPA
BELFAST


HASTINGS
HOTELS


STORMONT
HOTEL


GRAND
CENTRAL
HOTEL BELFAST


EVERGLADES
HOTEL



Reassuring guests with positive reviews

The screenshot shows the Ballygally Castle website. At the top left is the Ballygally Castle logo. The navigation menu includes: HOME, ROOMS, OFFERS, FAMILY, CONFERENCES, WEDDINGS, DINING, EVENTS, GALLERY, GIFT VOUCHERS, CROWN MAGAZINE, BLOG, FAQ, ATTRACTIONS, SIGN UP TO OFFERS, CONTACT, and a prominent BOOK NOW button. The main image is a night view of the castle with warm lighting. A dark overlay in the bottom left corner says "Good morning How can we help you today?". A "Reviews Summary" overlay on the right shows a 4.5/5 rating, "Excellent", "Based on 494 reviews", and "TOP 15% of Hotels in Ballygally". A table lists review scores from TripAdvisor, Booking.com, Hotels.com, and Expedia. A red arrow points to the reviews summary.

Good morning
How can we help you today?

Welcome to Ballygally Castle
Not far away but a world apart... Ballygally Castle enchanting escapes, every day.

Reviews Summary

4.5/5
Excellent
Based on 494 reviews

TOP 15% of Hotels in Ballygally

TripAdvisor	4.5/5
Booking.com	9.0/10
Hotels.com	9.2/10
Expedia	4.5/5

See reviews for you >



THN Reviews Summary



Making sure visitors know our rates are best

BOOKDIRECT
of hastingshotels.com

- BEST RATES
- EXCLUSIVE OFFERS
- ADDED VALUE & PERKS

BALLYGALLY CASTLE

[Back to Site](#)

Check-in: Fri, 23 Apr 2021 | Check-out: Fri, 30 Apr 2021 | Occupancy: 2 Adults | EUR | My Profile

View by: Rate first | Special offers: All | Promo Code: None | Best Rate Guarantee

[Choose](#) | [Customize](#) | [Book](#)

MAKE YOUR NEXT STAY 10% BETTER
Exclusive offers and promotions
When you enter your email address below to join our mailing list, you'll receive a special 10% discount to use when booking to stay at the Ballygally Castle. Your next stay just got even better!

email address... [Sign up](#)

I have read and accept the privacy policy

BEST AVAILABLE RATE, OVERNIGHT STAY ROOM ONLY
FREE cancellation | No Deposit

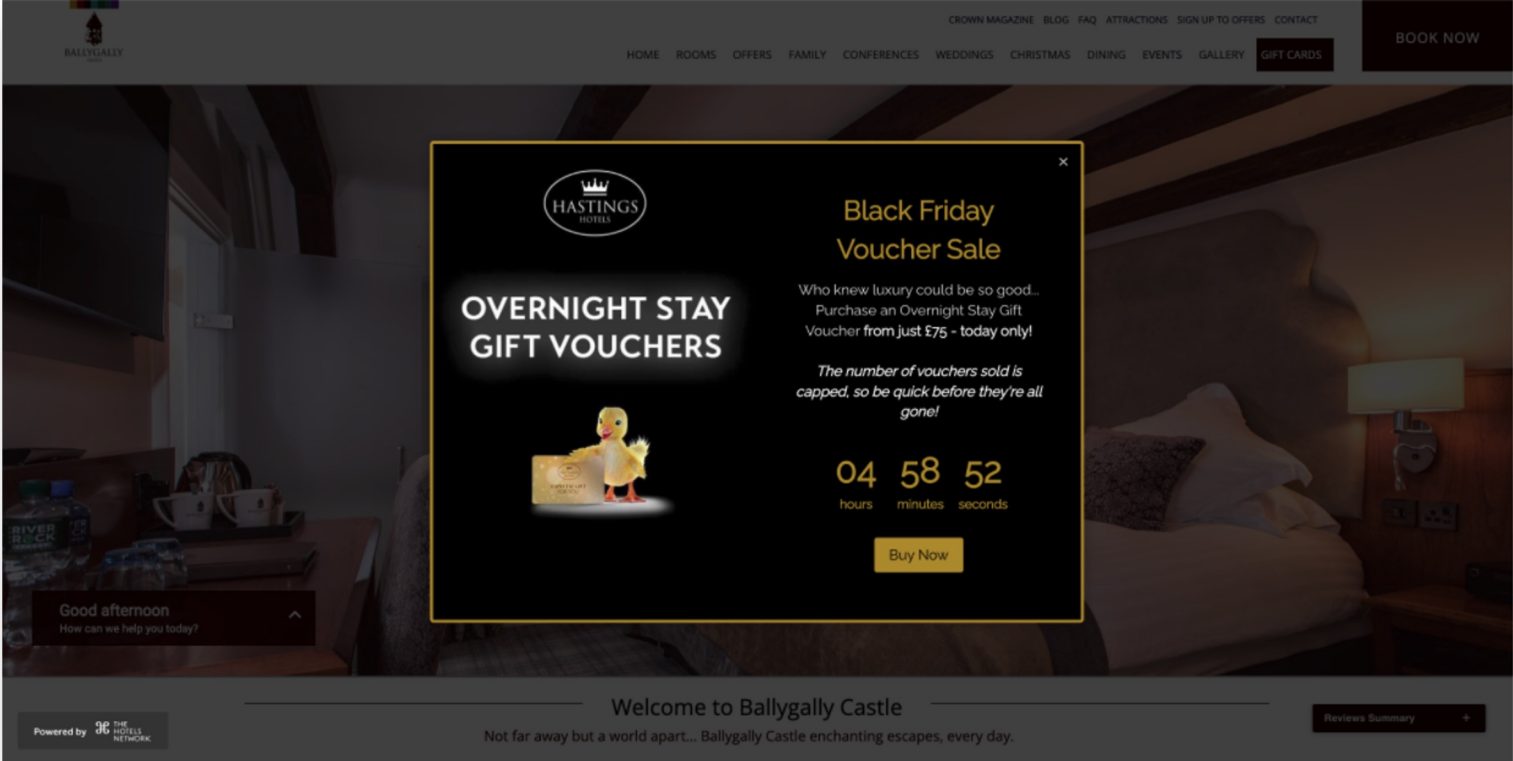
Perched on the tip of the famous Causeway Coastal Route, sits Ballygally Castle, a stunning 17th Century Castle which overlooks the golden sands of... castle enchanting escapes, every day. Book an

Book Direct	Agoda	Expedia	Hotels.com	Booking.com
163.42€ 1 perk >	163.42€	167.86€	167.86€	168.19€

THN Price Comparison within the booking engine



Promoting gift vouchers on Black Friday



THN Countdown Clock Layer on homepage



Filling dip dates with 50th Golden Goodbye flash sale



EUROPA
BELFAST

Golden Goodbye
From £73pps

Beat the clock and book this special offer just for you!

Luxurious Overnight Stay + Full Irish Breakfast
2 Course Dinner + Golden Mile Cocktail
Complimentary Room Upgrade + 1pm late checkout

22 **17** **09**
hours minutes seconds

Book Now

BOOK

Powered by **36** THE HOTELS NETWORK

Reviews Summary +

THN Countdown Clock Layer on homepage



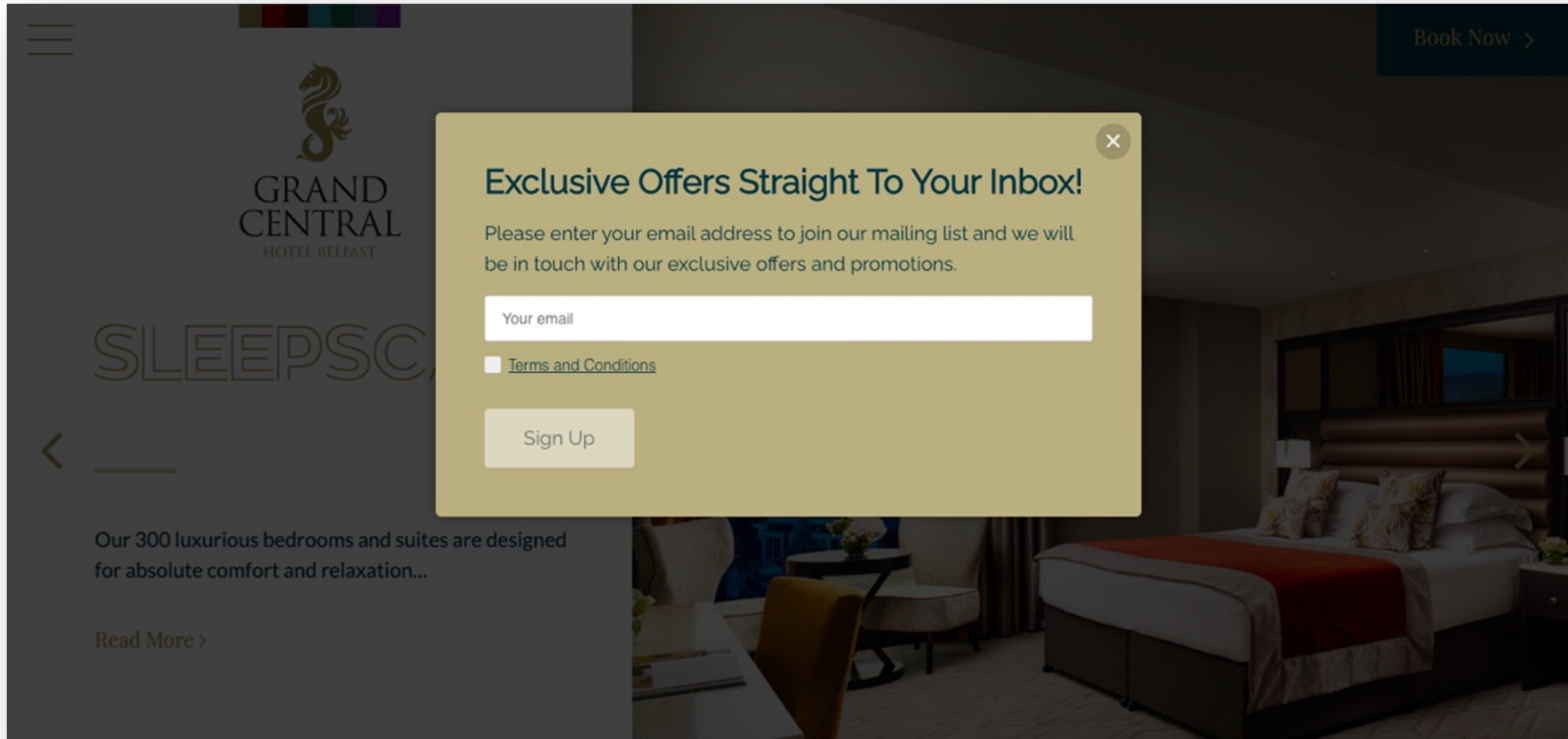
Boosting engagement with non-commercial content

The screenshot shows the Ballygally Castle website. At the top, there is a navigation menu with links for HOME, ROOMS, OFFERS, CONFERENCES, WEDDINGS, DINING, EVENTS, GALLERY, and GIFT CARDS. A 'BOOK NOW' button is visible in the top right corner. The main content area features a large image of a hotel room. Below the image, the text reads: 'Welcome to Ballygally Castle' and 'Not far away but a world apart... Ballygally Castle enchanting escapes, every day.' This is followed by a paragraph describing the castle's location and amenities. Below this, there are three promotional cards: 'Time For Two' (From £110pps), 'Stay a Little Longer, Bed & Breakfast' (From £60pps), and 'Relax, Dine and Stay' (From £95pps). Each card has a 'BOOK NOW' button. At the bottom, there is a 'Peace of Mind Policy' section with a 'View Our Policy' button. A red arrow points to this button. On the left side, there is a 'Good morning' button with the text 'How can we help you today?' and an upward arrow.

THN Inliner explaining the Hastings Peace of Mind Policy



Capturing emails of users leaving the website



THN Exit with integrated email capture



Upselling with the “Gift a Gift” campaign

Book Now >

GRAND CENTRAL
HOTEL BELFAST

GIFTS

A little surprise goes a long way. From flowers and drinks to turndowns and late check outs, add to someone's Grand Central experience.

Gift a Gift

Please fill in this form and a member of our team will contact you shortly regarding your enquiry.

Your Full Name

Your Email Address

Your Phone Number
Spain (España) (+34)

Guest Name

Date of Check-In

Upgrades

- Late Check Out (subject to availability) - £20 per hour
- Bottle of Red/White Wine - £35
- Snipe of Prosecco - £10 each
- Bottle of Prosecco - £40
- Bottle of Bollinger Champagne - £95
- Afternoon Tea in the Observatory - £40 per person
- Box of Luxury Chocolates - £14
- Occasion Cupcakes - £5



THN Layer with integrated form



Targeting low-intent users to boost conversions

THN's Oraculo (predictive personalization)

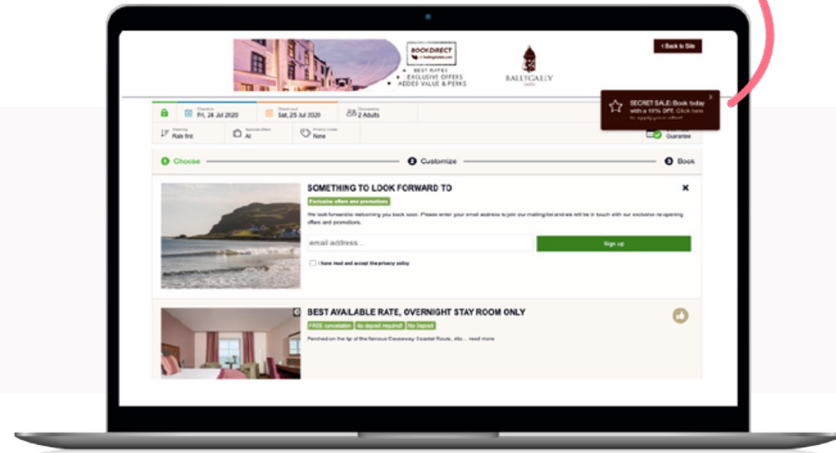
- Test ran from December 2020 to March 2021
- Message shown to users with a low intent to book

£43,936 savings in undiscounted revenue

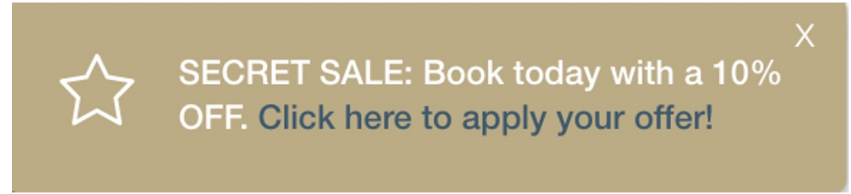
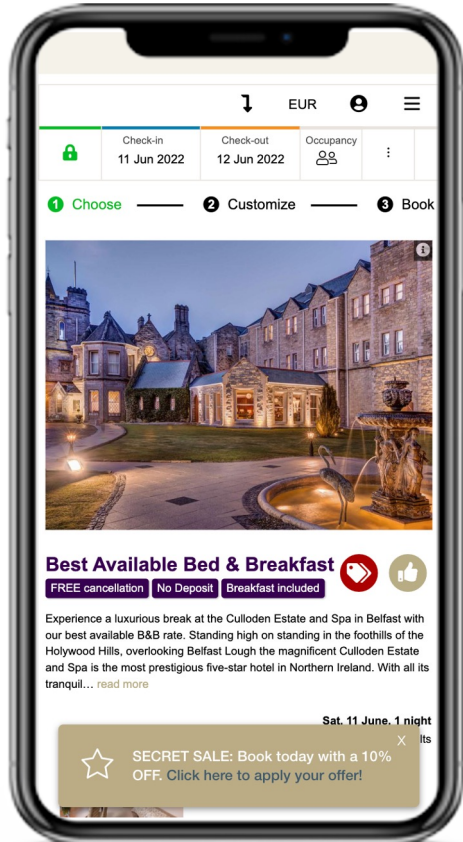
371 bookings generated using the promocode

£462 ABV

£109,956 extra revenue generated



Always ensuring messages are adapted for mobile



Giving a personal welcome to our Facebook friends



CROWN MAGAZINE BLOG FAQ ATTRACTIONS SIGN UP TO OFFERS CONTACT

HOME ROOMS OFFERS FAMILY CONFERENCES WEDDINGS DINING EVENTS GALLERY GIFT VOUCHERS

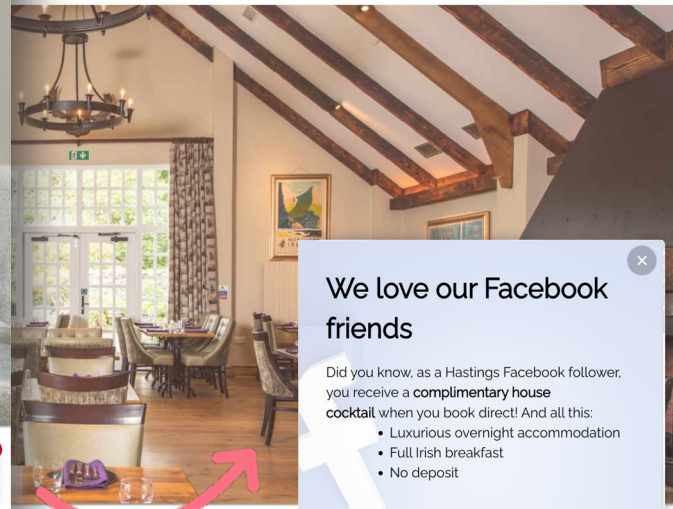
BOOK NOW



Good afternoon
How can we help you today?

Welcome to Ballygally Castle

Not far away but a world apart... Ballygally Castle enchanting escapes, every day.



We love our Facebook friends

Did you know, as a Hastings Facebook follower, you receive a **complimentary house cocktail** when you book direct! And all this:

- Luxurious overnight accommodation
- Full Irish breakfast
- No deposit

Book Now

Welcome to Ballygally Castle

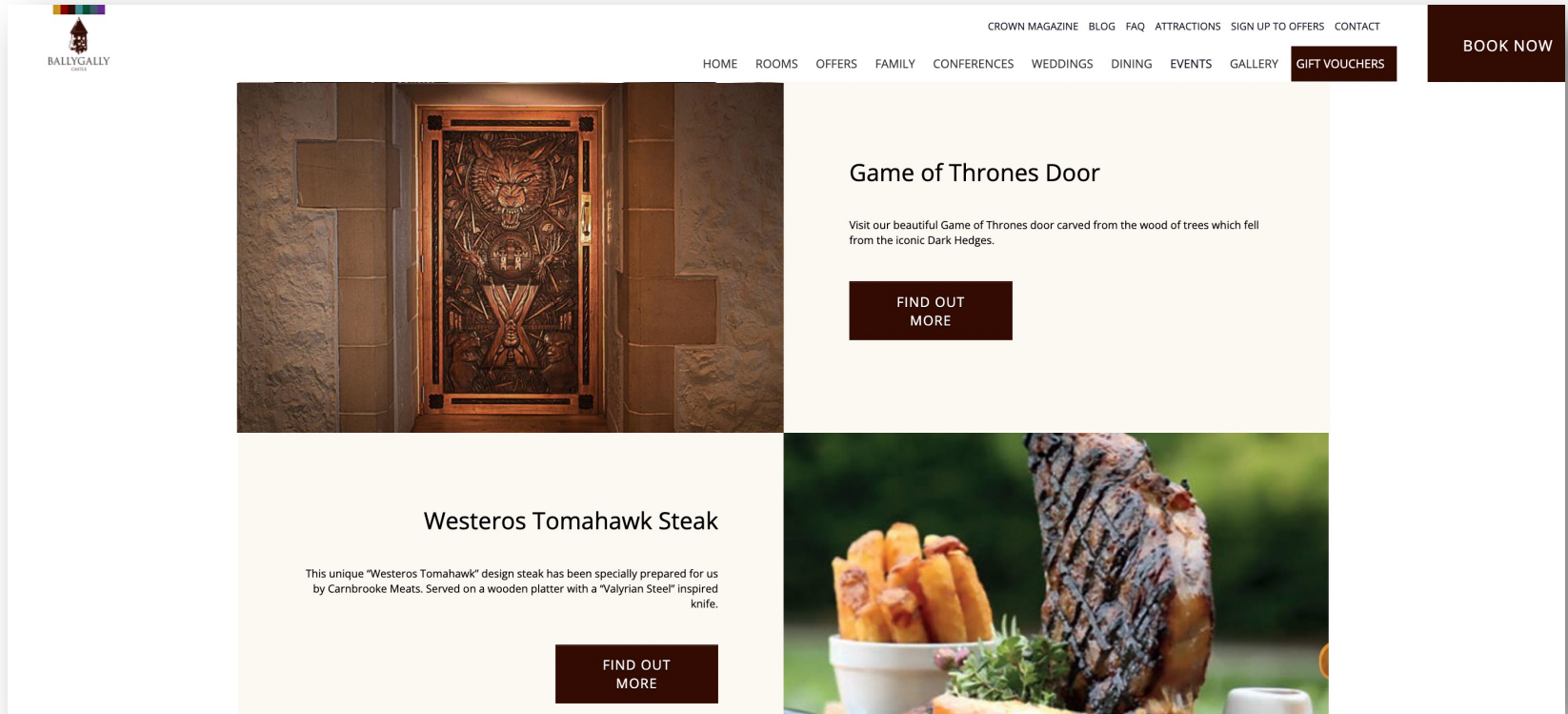
Not far away but a world apart... Ballygally Castle enchanting escapes, every



THN Layer that expands



Personalizing messages for “Game of Thrones” fans



The screenshot shows a website layout for Ballygally Hotels. At the top left is the Ballygally logo. A navigation menu at the top right includes links for CROWN MAGAZINE, BLOG, FAQ, ATTRACTIONS, SIGN UP TO OFFERS, and CONTACT. Below this is a secondary menu with HOME, ROOMS, OFFERS, FAMILY, CONFERENCES, WEDDINGS, DINING, EVENTS, GALLERY, and GIFT VOUCHERS. A dark brown button labeled 'BOOK NOW' is positioned in the top right corner.

The main content area features two promotional cards. The first card, titled 'Game of Thrones Door', includes an image of an intricately carved wooden door and a text block describing it as being carved from the wood of trees from the Dark Hedges. Below the text is a dark brown button with the text 'FIND OUT MORE'. The second card, titled 'Westeros Tomahawk Steak', includes a text block describing a unique steak prepared by Carnbrooke Meats and served on a wooden platter. Below the text is another dark brown button with the text 'FIND OUT MORE'. To the right of the steak card is a partial image of the steak dish.



Dedicated Game of Thrones landing page





Key takeaways

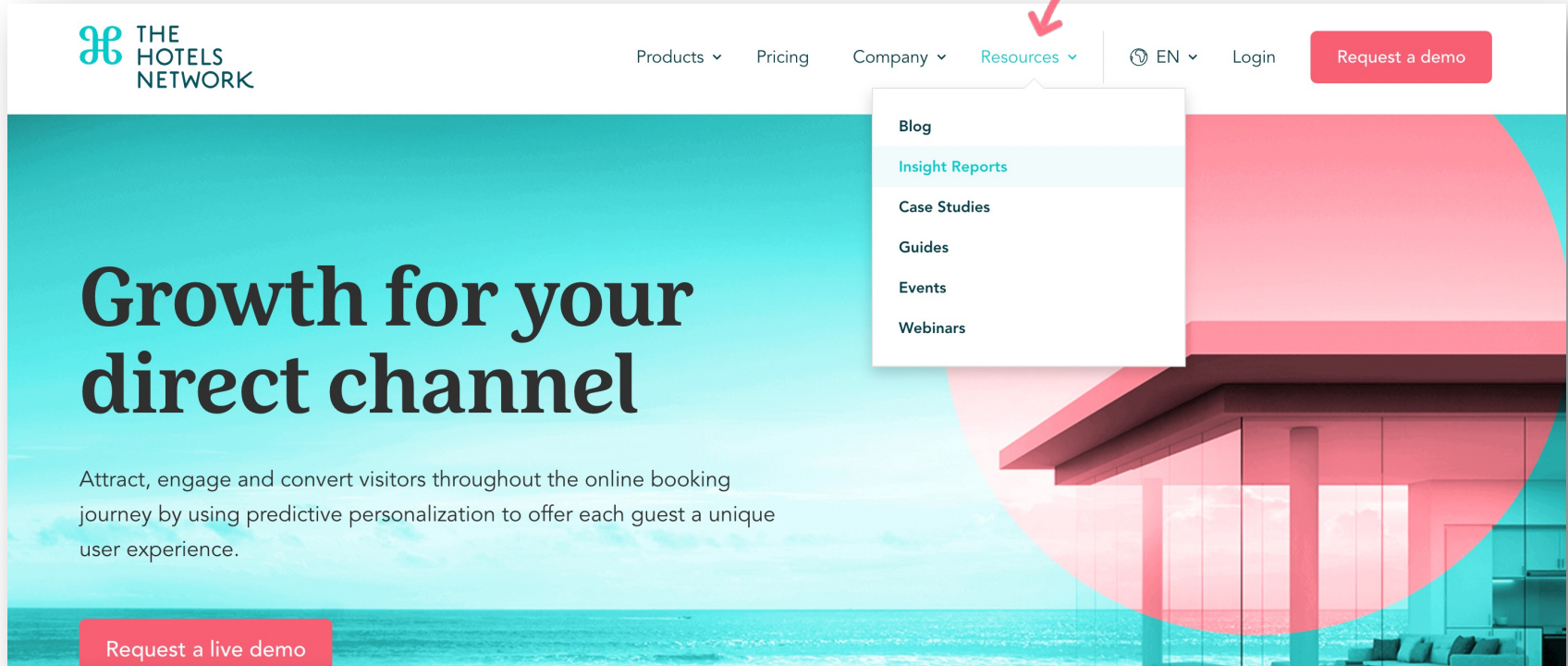


Tips to profit from personalization

- ✓ Use **benchmarking** to identify quick wins
- ✓ **Segment users** so you can offer them a more personalized online experience
- ✓ Show **hyper-relevant messages** at key points of the booking funnel
- ✓ Don't forget **other conversion opportunities** such as selling vouchers or capturing emails
- ✓ Adapt your website communication **on the fly**
- ✓ Get **creative & always be true to your brand**



Free educational resources & data insight reports



The screenshot displays the top navigation bar of The Hotels Network website. The logo is on the left, followed by navigation links: Products, Pricing, Company, Resources, EN, and Login. A red arrow points to the 'Resources' dropdown menu, which is open and shows a list of items: Blog, Insight Reports (highlighted in light blue), Case Studies, Guides, Events, and Webinars. A red 'Request a demo' button is located in the top right corner. The main content area features a large teal and pink graphic with the text 'Growth for your direct channel' and a sub-headline about predictive personalization. A red 'Request a live demo' button is at the bottom left of the main content area.

THE HOTELS NETWORK

Products ▾ Pricing Company ▾ **Resources ▾** EN ▾ Login [Request a demo](#)

- Blog
- Insight Reports**
- Case Studies
- Guides
- Events
- Webinars

Growth for your direct channel

Attract, engage and convert visitors throughout the online booking journey by using predictive personalization to offer each guest a unique user experience.

[Request a live demo](#)



www.thehotelsnetwork.com

Don't hesitate to contact me any time!



Fiona Gillen

VP Marketing



www.linkedin.com/in/fionagillen



fgi@thehotelsnetwork.com





Learn & Act
to *Grow*
your direct bookings



www.thehotelsnetwork.com

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