

# Metasearch:

## Its part in the Digital Marketing Mix

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# Today's Agenda

- What is meta search?
- Google Hotel Ads
- Marketing strategies
- Google Hotel Ads examples
- Measuring results + performance
- Killeavy Castle Estate

# What is meta search?

- Meta search has quickly emerged as a **source of direct bookings** for independent and group hotels
- These channels allow people to compare rates from **multiple OTAs in one place**
- As a hotelier, you can display your direct channel **alongside the OTAs**, assuming you can feed rates from your BKE provider



# The Key Players

## The Key Players

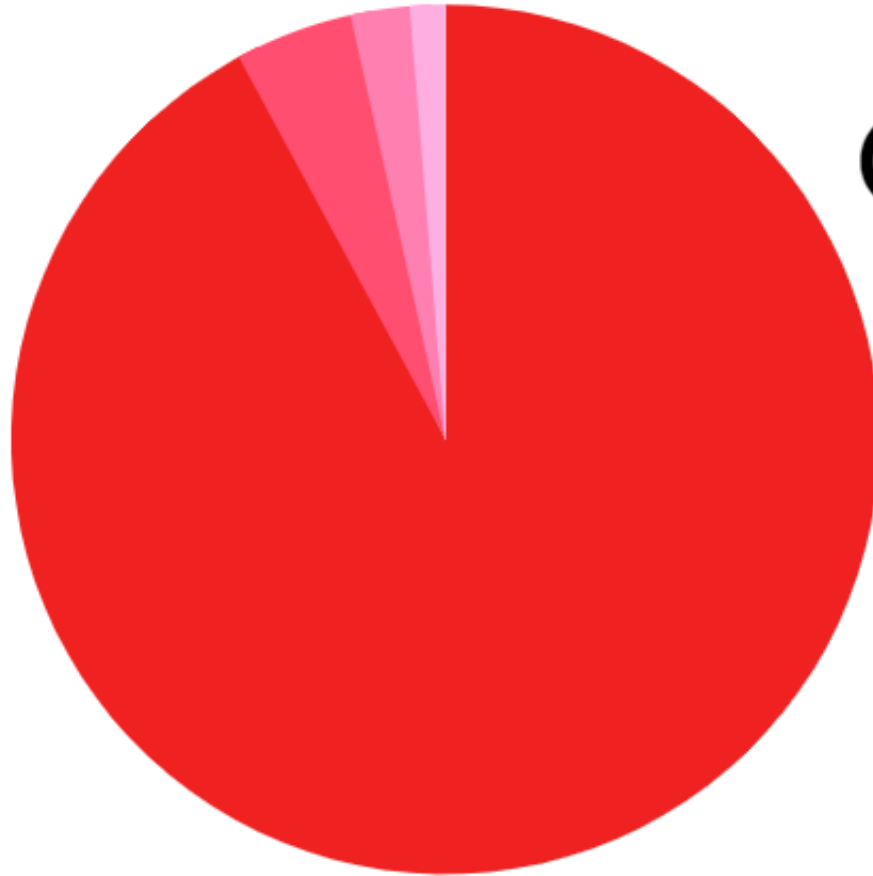
- Google Hotel Ads
- Trivago (owned by Expedia)
- Tripadvisor
- Skyscanner
- Kayak (owned by Booking)

netaffinity

The graphic illustrates a hotel booking process. At the top, a photograph shows a modern hotel room with a bed and a large window. Below the photo is a search interface with a Google logo and a search bar. To the right, there are logos for Trivago, Skyscanner, and Booking.com. In the center, a table titled 'MYHOTEL' compares prices from various sources. To the right of the table are logos for Hotels.com and another platform with an owl logo.

Source	Price
My hotel website	€147
Booking.com	€153
Expedia.com	€158
Hotels.com	€160
Google hotels	€155

# Breakdown by Company Size



Google

Booking.com

Expedia

Trivago

Google \$1.9 T

Booking \$90 B

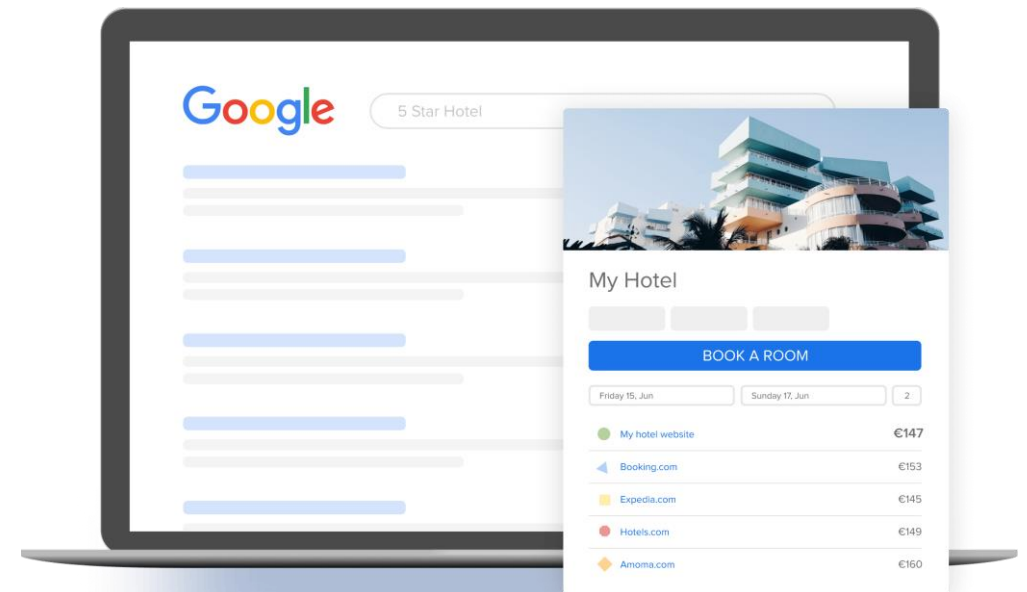
Expedia \$27 B

Tripadvisor \$1.98 B

Trivago \$0.79 B

# The benefits of meta search

- Boosts direct bookings and supports your "**book direct**" strategy
- **Acquisition costs** are often lower compared to OTAs
- Reduces your **reliance** on third-party bookings
- Drives **targeted traffic** to your hotel's website
- Makes guests **loyal** to your brand



# The benefits of meta search

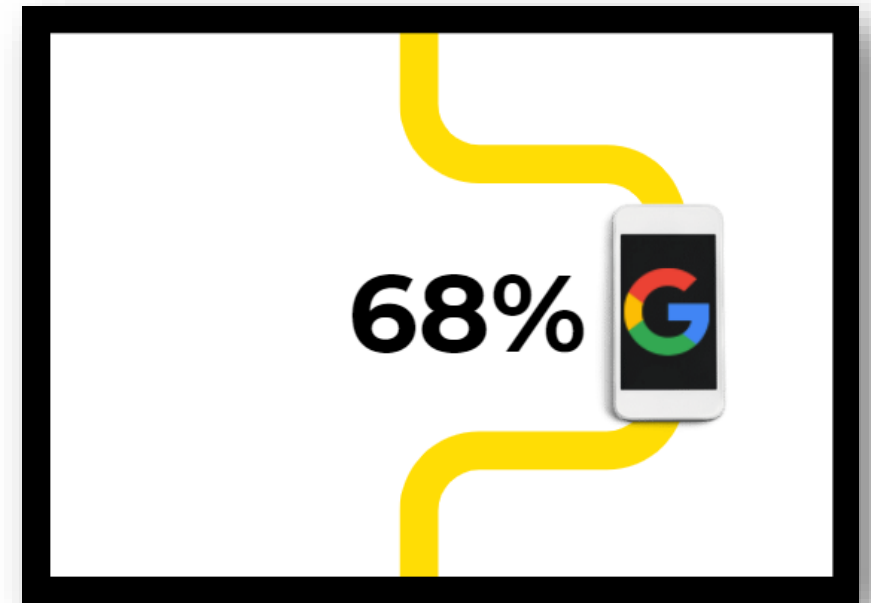
- Directs people **to your site** and away from OTAs
- Increases your chances of securing **direct bookings**
- **Reduces your risk** of losing bookings to competitors

The screenshot displays a meta-search results page for hotels in Sligo, Ireland. The page is divided into several sections:

- Hotel Details:** At the top, there are buttons for "Website", "Directions", and "Save". Below these, the hotel has a 4.2-star rating from 759 Google reviews and is identified as a 4-star hotel. A prominent blue button labeled "CHECK AVAILABILITY" is visible.
- Contact Information:** The address is "Rosces Upper Rosces Point Co Sligo" and the phone number is "(071) 911 7100".
- Price Comparison:** A section titled "Ads · Compare prices" shows dates for "Tue, 9 Nov" and "Wed, 10 Nov". It lists several OTAs: Booking.com (Free cancellation until Nov 6), Hotels.com, Expedia.ie, and KAYAK.ie (Free cancellation until Nov 8). A "View more rates" link is at the bottom.
- Hotel Listings:** A list of hotel results is shown, each with a photo, name, rating, and price. A yellow circle highlights the first listing: "Sligo" (4.2 stars, 710 reviews), "Double Room" (€109), "FREE cancellation", and "Only 5 rooms left at this price on our site". A blue circle highlights the second listing: "Sligo" (4.5 stars, 2,296 reviews), "Standard Room" (€145), "Breakfast included", and "FREE cancellation".

# Google Hotel Ads – Start with the basics

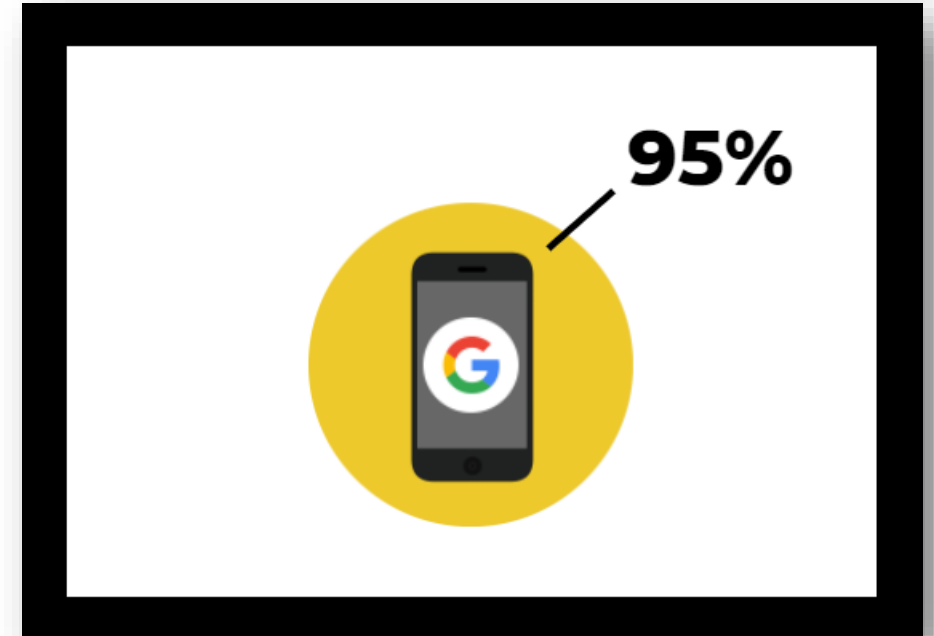
1. Claim your Google My Business profile.  
List all the information guests need to know  
+ ensure there are no duplicates
2. Use a technology provider that can connect your  
BKE to the Google Hotel Ads platform
3. Ensure your booking engine and website  
are optimised for mobile: **68% of Google Hotel Ads  
impressions are on mobile** (Stat: All Net Affinity clients Q1 2022)





# Google Hotel Ads – Our success

- **95% of Net Affinity marketing** clients are running activity across the Google Hotel Ads platform
- We can deliver a **live feed** of rates and availability via the Net Affinity Booking Engine
- Average **CPA% for Q1 2022 is 4%**
- We advise **all clients** to run activity. (As long as there are no rate issues)



# Why Google Hotel Ads?

- Google Hotel Ads should be treated as a **revenue channel**
- Check and update rates on the platform – be wary of **wholesale re-sellers** undercutting you
- Add power to your book direct strategy and compete head on with OTAs
- Keep activity running **continuously**: Don't turn on and off

Castleknock Hotel

Website Directions Save Call

4.4 ★★★★★ 1,581 Google reviews

4-star hotel

You manage this Business Profile

CHECK AVAILABILITY

Located in: Castleknock Golf Club

Address: Porterstown Rd, Diswellstown, D15, D15 WNR7

Phone: (01) 640 6300

Ads · Compare prices

Mon, 15 Nov Tue, 16 Nov 2

Castleknock Hotel Easy booking on Google	€108
<b>DEAL</b>	€135
20% off	
Free cancellation until Nov 14	
Hotels.com	€135
Free cancellation until Nov 14	
Booking.com	€135
Free cancellation until Nov 14	
Destinia	€125
Free cancellation until Nov 12	

# Google Hotel Ads – Marketing Strategy

- Budgets for Google Hotel Ads campaigns are ideally **uncapped**; let the campaigns run without a 'budget' if the results are delivering bookings at a low CPA%
- Google doesn't currently have a reserve bid (used to be min 10%). This may return
- In theory, if you can generate bookings at a **lower CPA** than the OTAs (15-18%), it is advantageous.

# Google Hotel Ads – Examples

Integrated into the **Knowledge panel** within google search results

The screenshot displays a Google Hotel Ad for Hotel Westport. At the top, there are two photos: one of the hotel building and one of the parking area, with 'See photos' and 'See outside' buttons respectively. A map shows the hotel's location. Below the photos, the hotel name 'Hotel Westport' is displayed, along with buttons for 'Website', 'Directions', 'Save', and 'Call'. The rating is 4.3 stars from 670 Google reviews, and it is identified as a 4-star hotel. A prominent blue button says 'CHECK AVAILABILITY'. The address is 'Newport Road, Westport Demesne, Westport, Co. Mayo, F28 E438' and the phone number is '(098) 25122'. Under 'Ads · Compare prices', there are three booking options: Booking.com (€158), Hotel Westport Official website (€126 with a 20% off deal), and HRS.com (€158). The Hotel Westport option is highlighted with a yellow box.

Provider	Price	Deal	Cancellation
Booking.com	€158	No	Free cancellation until Oct 23
Hotel Westport Official website	€126	DEAL: 20% off	Free cancellation until Oct 24
HRS.com	€158	No	Free cancellation until Oct 24
HOTEL DE	€158	No	Free cancellation until Oct 24

# Google Hotel Ads – Examples

Within **Google maps** results

The screenshot shows a Google Maps search for "bishops gate hotel". The search results are displayed in a card format on the left side of the map. The card includes a photo of the hotel, the name "Bishop's Gate Hotel Derry", a 4.7-star rating from 1,184 reviews, and a price of €128 for a stay from Feb 7 to Feb 8. Below the card is a "CHECK AVAILABILITY" button. At the bottom of the card, there is an "Ads · Compare prices" section with a table of offers from various booking sites.

Provider	Price	Additional Info
Bishop's Gate Hotel Derry	€128	Official site, Free cancellation until 6 Feb
Booking.com	€140	3 guests, Free cancellation until 5 Feb, Free Wi-Fi
Hotels.com	€140	Free cancellation until 6 Feb, Free Wi-Fi



# Google Hotel Ads – Examples

Within **Google**  
**Travel** results  
<https://www.google.com/travel>

The screenshot shows the Google Hotel Ads interface. At the top, there are navigation tabs for Travel, Explore, Things to do, Flights, Hotels, and Holiday rentals. Below these are filter options: All filters, Price, Offers, Guest rating, Hotel class, Amenities, Brands, and Sort by. The search results are displayed in a list format, with a map on the right side. The first two listings, Clayton Hotel Cardiff Lane and Wynn's Hotel Dublin, are highlighted with a yellow border. The Clayton Hotel Cardiff Lane listing shows a 4.1 rating from 2,810 reviews, a 4-star hotel class, and amenities like breakfast, free Wi-Fi, indoor pool, hot tub, fitness centre, spa, air conditioning, and parking. The Wynn's Hotel Dublin listing shows a 4.2 rating from 1,306 reviews, a 3-star hotel class, and amenities like breakfast, free Wi-Fi, parking, air conditioning, fitness centre, bar, restaurant, and room service. The Iveagh Garden Hotel listing shows a 4.4 rating from 820 reviews, a 4-star hotel class, and amenities like breakfast, Wi-Fi, bar, restaurant, full-service laundry, business centre, room service, and child-friendly. A 'Learn more' button is present for each listing, and a 'View prices' button is present for the Iveagh Garden Hotel listing. A note at the bottom of the Iveagh Garden Hotel listing states 'You searched for this hotel recently'.

# Google Hotel Ads – Examples

## FREE Booking Links

(Google does not charge for this click activity)

The screenshot shows a mobile view of a Google Hotel Ad for Butler House & Garden. At the top, there are two photo thumbnails with 'See photos' and 'See outside' labels. Below the title 'Butler House & Garden', there are buttons for 'Website', 'Directions', 'Save', and 'Call'. The rating is 4.6 stars from 469 Google reviews, and it is a 4-star hotel. A prominent blue button says 'CHECK AVAILABILITY'. The location is described as 'A 3-min walk from Kilkenny Castle' with the address '16 Patrick St, Gardens, Kilkenny' and phone '(056) 776 5707'. A 'Compare prices' section shows dates 'Mon, 2 May' and 'Tue, 3 May' for 2 people. Under 'Ads · Featured options', there are four entries: Booking.com (€167), trivago.ie (€194), Expedia.ie (€194), and Hotels.com (€194). A yellow horizontal line separates this from 'All options', which includes Butler House & Garden Official website (€144) and another Booking.com entry (€167). Another yellow horizontal line is below the second Booking.com entry.

Provider	Price
Booking.com	€167
trivago.ie	€194
Expedia.ie	€194
Hotels.com	€194
Butler House & Garden Official website	€144
Booking.com	€167

# Measuring results + performance

- With Google Hotel Ads, you only pay when a **booking is made**
- Google Hotel Ads traffic bids are based on a '**commission**'. The commission is determined by the level of competition in your 'space'
- Measuring success is straightforward: Add your Google commission percentage + your BKE commission percentage to get the CPA percentage
- As a result, the **cost per acquisition (CPA)** is the primary metric we measure success on





# Thank you!

Q&A

# Metasearch: Killeavy Castle Estate

**Terry Kelly**

Sales & Marketing Manager



The netaffinity logo consists of a yellow circular icon with a white swirl inside, followed by the word "netaffinity" in a bold, black, sans-serif font. The background of the slide features a light blue abstract shape and a yellow curved line.

# About Killeavy Castle Estate



**Killeavy**

Castle Estate





# Our Book Direct Marketing Strategy



- To consistently grow **direct traffic** and **bookings**, a strong and consistent book direct strategy needs to be developed
- For Killeavy Castle this consists of strong revenue and rate management supported with cross platform marketing activity across
  - Google Ads – Full Suite of activity: Search, Display, Video, Discovery
  - Social
  - Meta search – Google Hotel Ads
- We understood the importance of investing in our marketing channels to underpin our book direct strategy and to give every opportunity to drive direct traffic and bookings
- Since COVID, we have increased investment across multiple channels including google hotel ads and reaped the rewards



# Our success

Killeavy Castle has been delivering bookings from Google Hotel Ads at an average of **5%** commission versus **15%-18%** on OTA's



**5%**

A large, bold, black "5%" is centered within a thick yellow circular outline. Below the circle is a horizontal blue line.

# Our success

Direct online bookings have grown from **20% to 50%**



**50%**



# Our success:

Reduced our reliance on OTAs: Now as low as **10%**



**10%**





# Success on Google Hotel Ads

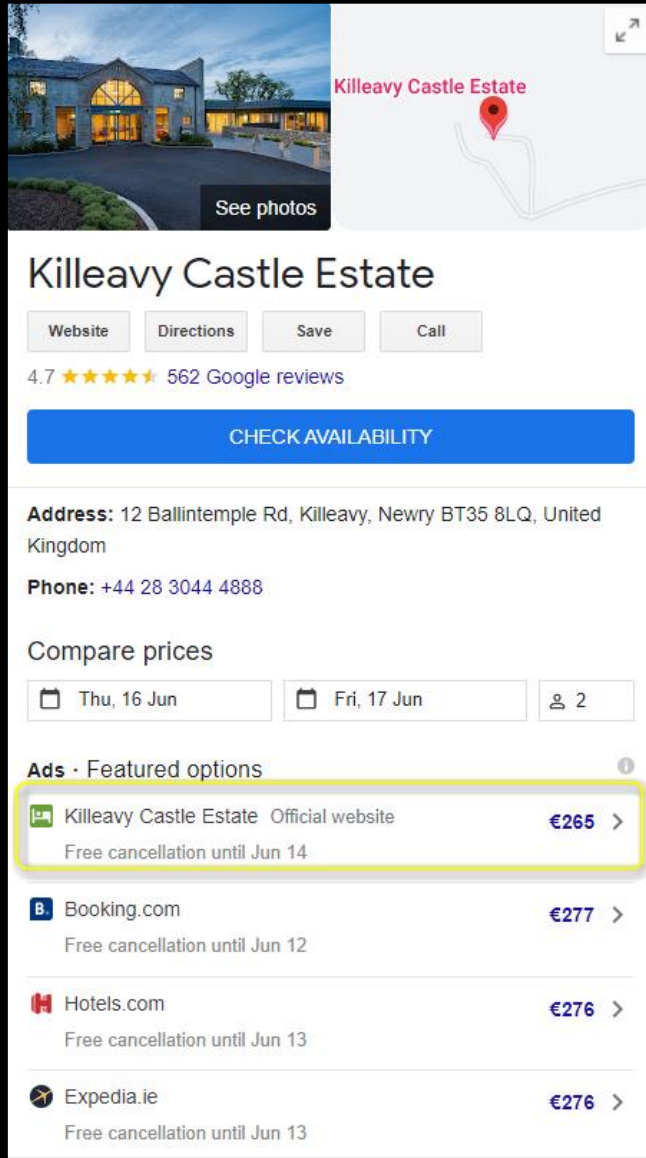


## Recipe for success: What we have learned:

1. Feature our **most competitive** rate
2. Keep our activity running throughout the year as it only promotes available dates
3. Give Hotels Ads Budget freedom as we only pay for generated bookings / CPA%

# Success on Google Hotel Ads

- Customer has full visibility and can quickly see rate differential
- Biggest issue with rates is wholesalers
- The OTA's are not going anywhere, If you are not present, you risk looking the direct booking



The screenshot displays a Google Hotel Ads listing for Killeavy Castle Estate. At the top, there is a photo of the hotel and a map showing its location. Below the photo, the hotel name "Killeavy Castle Estate" is prominently displayed, along with buttons for "Website", "Directions", "Save", and "Call". The listing features a 4.7-star rating from 562 Google reviews and a blue "CHECK AVAILABILITY" button. The address is listed as "12 Ballintemple Rd, Killeavy, Newry BT35 8LQ, United Kingdom" and the phone number as "+44 28 3044 4888". A "Compare prices" section shows the selected dates as "Thu, 16 Jun" and "Fri, 17 Jun" for 2 guests. Below this, the "Ads - Featured options" section is highlighted with a yellow border, showing a table of offers:

Provider	Price	Cancellation Policy
Killeavy Castle Estate Official website	€265	Free cancellation until Jun 14
Booking.com	€277	Free cancellation until Jun 12
Hotels.com	€276	Free cancellation until Jun 13
Expedia.ie	€276	Free cancellation until Jun 13

