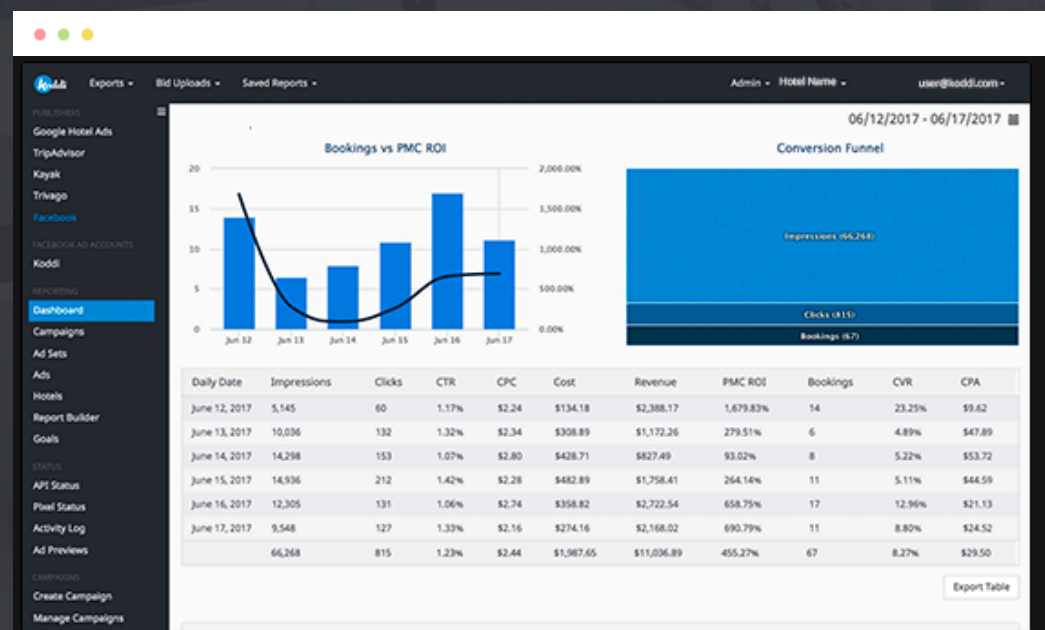# META-SEARCH MANAGEMENT
PLATFORMS BUYER'S GUIDE

2019 Edition

Underwritten, in part by:

Koddi

Buyers guide created in collaboration with Koddi

**CONCEPTUALIZATION, DESIGN,
DATA AND COPY EDITING:**

Hotel Tech Report

CONTENT & RESEARCH

Nicholas Ward

George Popstefanov

Leah Richardson

HotelTechReport

TABLE OF CONTENTS

WHAT IS META-SEARCH MANAGEMENT SOFTWARE?

Effective metasearch and digital marketing campaigns help hoteliers drive revenue, attract new customers, and achieve greater business goals. The tools and services provided by a metasearch management software enable travel brands to maximize their digital reach. This in turn, allows them to grow their business and increase their profitability.

WHAT ARE THE KEY BENEFITS OF META-SEARCH MANAGEMENT SOFTWARE?

1

ATTRACT NEW CUSTOMERS

Metasearch users are open to new experiences and are interested in finding a hotel that best meets their needs. They are typically open to trying new brands, which means that the majority of bookings that occur through metasearch are net new customers. Metasearch drives incremental traffic.

2

DRIVE DIRECT BOOKINGS

Once a user finds your hotel listing, you, the advertiser, own the customer experience. This gives you the opportunity to create a meaningful relationship and drive direct bookings, rather than relying on a reseller or travel agency.

3

IMPROVE MARKETING EFFICIENCY

Metasearch is one of the most efficient digital acquisition channels. A a well managed metasearch campaign will improve the efficiency of your digital marketing investment, driving higher impact and a reliable return on ad spend.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.

VERIFIED USER REVIEWS

Read reviews →

★★★★★

Digital Marketing Manager from **Fort Worth**

" Koddi empowers and enables me to review data at every level possible. It also helps me monitor campaign performance with alerts, comparison insights and property labels. Koddi's built-in dashboards, save-able views and quick exporting can remove a TON of headache..."

Read the full review on **HotelTechReport**

★★★★★

Sr. Distribution Manager from **San Jose**

"Koddi's software is very dynamic and enables fast and efficient analysis offering the ability to make quick decisions to improve efficiency. Koddi are always listening to feedback and developing their interface to the needs of their clients. Koddi's software enables us to..."

Read the full review on **HotelTechReport**

★★★★★

Sr. Director of Search Marketing from **San Jose**

"Koddi's platform and services have helped us advance our acquisition programs significantly. Over the last year and a half, I've made substantial shifts in our overall budget allocations and the data-driven performance and forecasting accuracy provided by Koddi has been

Read the full review on **HotelTechReport**

★★★★★

Online Marketing Manager from **Addison**

"First of all, Koddi's customer service and response time is second to none. They are also always on the forefront of new optimization methods and channels that have helped us increase traffic and revenue. The best thing about Koddi is that they have been an invaluable..."

Read the full review on **HotelTechReport**

TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

FACILITATED BOOKINGS

Major metasearch channels are investing in technology that allows the facilitation of bookings directly on their site. This allows users to complete the entire booking transaction within the metasearch experience. Used effectively, facilitated bookings can bolster the weakness of an under performing site, and help create trust with younger brands.

Koddi Prediction: Hoteliers attracting travelers from (often times, smaller) "away" markets will rely heavily on these capabilities, rather than invest deeply into localization.

MOBILE BOOKINGS

Mobile year over year growth has outpaced desktop in terms of percentage growth. While desktop still accounts for the majority of traffic, mobile traffic and bookings growth put the device on a trajectory to overtake desktop.

Koddi Prediction: Suppliers with a well-optimized mobile experience will see continued growth, while those without may begin to see decline in year over year growth

AUTOMATION

Given the complexity of metasearch campaigns, an intense focus on performance and a strong focus on audiences can put hoteliers in more of a reactionary mode due to the flood of data flowing in.

Koddi Prediction: Suppliers will continue to expand automation in their metasearch campaigns, taking into account more data points and a more holistic view of the traveler, expanding the complexity of their campaign automation needs.

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top rated providers
& comparisons

Key
integrations

Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

Robust Reporting

Metasearch campaigns can have hundreds of thousands of data points and complex bidding layers. You'll want the ability to access reporting that is robust, customizable, and in alignment with your internal numbers and business goals.

Intelligent Targeting

Audience targeting involves setting bids for specific groups of customers. The ability to segment your metasearch campaigns by audience is an important feature for reaching your target customers with your ads.

Custom Labels

Labeling or tagging features allow campaign managers to set both automated and one-off grouping of properties based on any custom value. If you're managing metasearch for hundreds or even hundreds of thousands of properties, labels are a necessary feature for organizing your campaigns and identifying trends.

Bid Management

Automated bidding features allow you to apply the best bidding model to fit your company's goals, constraints, and data. This gives you the freedom to choose exactly how to bid for your campaigns and implement custom algorithms to maximize results.

Property Content Management

Reporting that is informed by rich property-level data, enables you to add geographic context to broad reports and bring in extremely granular hotel attributes for a more detailed analysis.
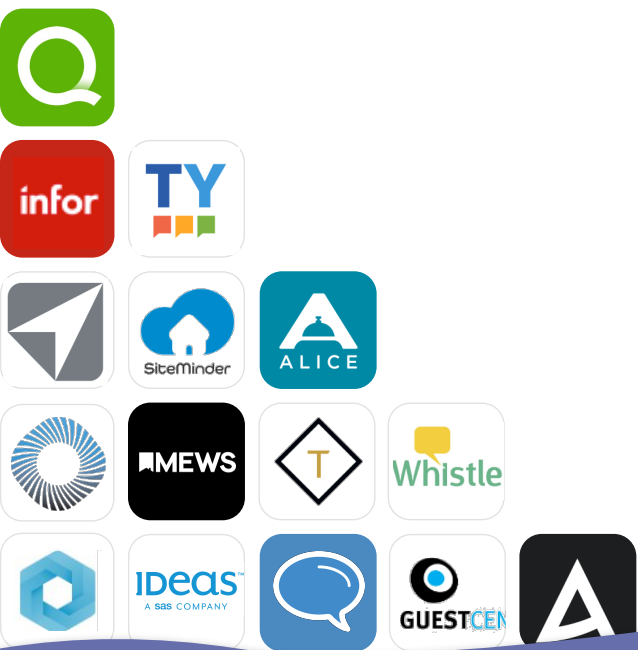
WHO'S WHO...

See which players are trending in the market and launch
Hotel Tech Report compare to compare them side-by-side.

⭐ Most recommended by hoteliers

Koddi
View profile >

Koddi is an advanced reporting, bid management and campaign intelligence platform for metasearch publishers like Google Hotel Ads, TripAdvisor, Kayak, Trivago, and other travel products that enables hotel suppliers, OTAs, and agency clients to reach more customers…

DerbySoft
View profile >

DerbySoft provides remarkable connectivity, caching, and metasearch management tools to the world's global hotel companies. The foundation of DerbySoft's work is the connectivity it builds and maintains between these hotels companies'‹ Central Reservations…

Fastbooking
View profile >

TripAdvisor, Google Hotels Ads, Trivago, Kayak... Travelers favor metasearch, that are therefore vital in today's hotel distribution landscape! In order to help you leverage Metasearch sales opportunities, FASTBOOKING propose 2 solutions : Direct Link and MetaGenius.

WIHP Hotels
View profile >

WIHP, The Direct Booking Company We design, engineer and support state-of-the-art marketing tools for hotels and chains. Since the creation of the company in 1999, we've been focused on helping hotels improve direct bookings through their websites and

MyHotelShop
View profile >

Myhotelshop, founded in 2012, aims to strengthen the direct distribution of hotels and to increase their profitability. Myhotelshop helps hotels to be present with their own website where customers looking for hotel rooms: In addition to classic search engines there are the…

AdsHotel
View profile >

Ads Hotel is the premium Self-catering Metasearch Management Platform for Hotel Price Ads that easily connect Hotels to Metasearches to compete with Big Ota's and increase Direct Bookings.

— 2018 TOP RATED —
Meta-Search Management
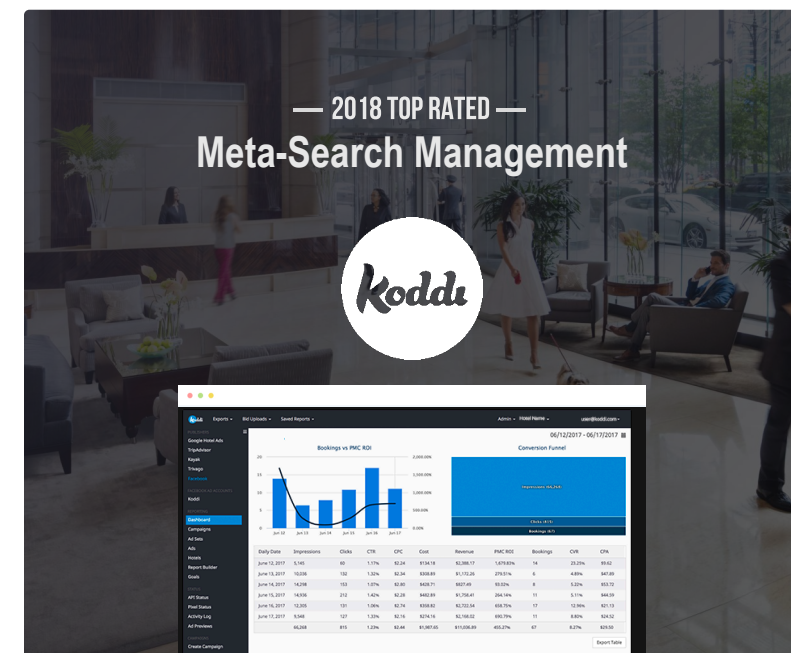
koddi

Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

"

★★★★★

Koddi review verified by Hotel Tech Report

The best thing about Koddi is that they have been an invaluable partner helping us grow exponentially in the metasearch space. We have seen huge increases in both revenue and conversion rate since partnering with Koddi.

Digital Marketing Manager

Addison Texas
Hotel Portfolio

READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about Koddi ❯

Connecting travelers with experiences
through best in class technology and innovation.

TOP RATED

META-SEARCH

HotelTechAwards

MANAGMENT PLATFORMS

2018

STAY CONNECTED

- **Meta-search Publishers:** A metasearch management tool should be integrated with all the major metasearch sites as well as smaller ones that target specific geographic markets.
- **Analytics Tools:** To effectively track your metasearch campaign performance, your software tool should be able to integrate with any third party or internal analytics software.
- **Channel Manager:** The ability to integrate with your connectivity (distribution) software will allow you to optimize your metasearch bidding using your occupancy data.
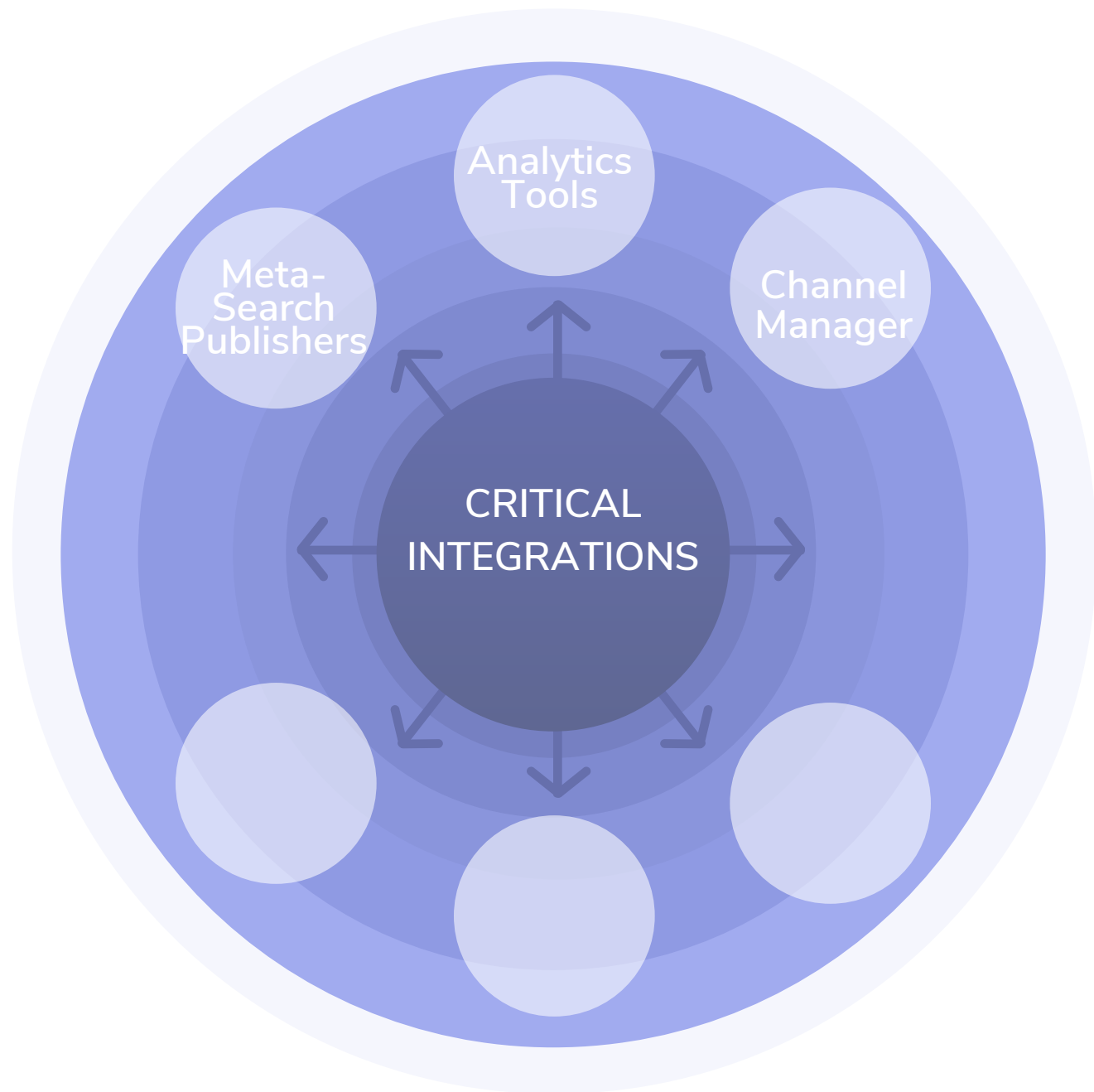
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ➤

Need an integration built for your hotel?

hapi

Connect with Hapi

Analytics Tools

Meta-Search Publishers

Channel Manager

CRITICAL INTEGRATIONS

WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS

CAN I USE MY EXISTING ANALYTICS SYSTEM AND DATA? DO I HAVE TO MAKE ANY CHANGES?

While some metasearch bid management providers may have their own measurement capabilities, if you have your own which has been fine-tuned to your business, you'll want to leverage it. This allows for continuity, and mitigates risk during implementation.

ARE THERE ANY RESTRICTIONS IN TERMS OF WHICH CONNECTIVITY (RATES AND AVAILABILITY) PARTNERS YOU WORK WITH?

Metasearch bid management and connectivity, while separate services, are dependent on one another. In your search for a bid management provider, you'll want to mitigate risk by not requiring a big change to your connectivity.

HOW IS YOUR SUPPORT TEAM STRUCTURED? WILL I HAVE SOMEONE I CAN REACH OUT TO FOR HELP WITH STRATEGY?

While you are licensing software as a result of your selection process, support of not only the software, but you also want to ensure the vendor can truly help support your business goals. Having someone in client services dedicated to your account, beyond simply having access to a technical support team can make or break your efforts.

HOW DO YOU HANDLE BUDGET FORECASTING, CROSS-PUBLISHER BUDGET OPTIMIZATION, AND CAMPAIGN AUTOMATION?

Critical to success of your metasearch campaigns is knowing how much to spend (based on your goals), where to spend it, while also being able to make changes and adapt as market dynamics change.

I HAVE A LARGE NUMBER OF PROPERTIES. HOW DO YOU SUPPORT PROPERTY-LEVEL CAMPAIGNS, WITH MULTIPLE FUNDING SOURCES, AND GOALS THAT OFTEN DEVIATE FROM MY CENTRAL CAMPAIGN?

Mid-sized hotel chains and up are a complex mix of ownership structures and stakeholders. Being able to not only drive a central campaign, but also support the needs of these other stakeholders in the organization is critical to long-term success.

WHAT TO EXPECT

Pricing & budgeting

Implementation timeline

Success metrics

Success stories and additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

IMPLEMENTATION EXPENSE

This cost may be required by your technology provider to cover the expense of onboarding, training and setup.

Price range
N/A

PERCENTAGE OF AD SPEND

Most technology providers will charge a percentage of advertising spend. This can range from 4-8% (or lower) based on the volume of spend that flows through a platform and the amount of services that a customer requires.

Price range
4-8%

PROFESSIONAL SERVICES

Having a dedicated support team is an important part of staying competitive in the metasearch space. Depending on the provider, this could be an add-on service or grouped into your standard service fee.

Price range
$125-$160/hour

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?
Approximate implementation timeline: **2-4 weeks**

Although every implementation situation is unique, you can generally expect a full implementation to take anywhere from 2 to 4 weeks from start to launch. Here is an example of what steps may be involved in the process: (1) Share hotel info with the technology vendor (2) Determine how internal analytics will be provided Work with metasearch publishers to launch campaigns (3) Technology vendor completes backend build (4) Grant technology vendor access to click/cost reporting. Providing data to the technology vendor in a consistent manner (both in time and format) will help facilitate a smooth implementation.

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1

NUMBER OF BOOKINGS

One of the biggest performance measures for metasearch campaigns is hotel bookings.

2

RETURN ON AD SPEND

Return on Ad Spend is a common measure of ROI for metasearch advertising.

3

INCREMENTAL REVENUE

Revenue from hotel sales is a key indicator of metasearch campaign performance.

SUCCESS STORIES AND FURTHER READING

CASE STUDY: HOW TABLET INCREASED BOOKINGS BY 200%

Koddi   OTA

CASE STUDY: IHG SEES BOOKING LIFT OF 70%

Koddi   Brand

CASE STUDY: CHOICE HOTELS SEES 93% INCREASE IN INCREMENTAL REVENUE

Koddi   Economy chain

CASE STUDY: ACCOR HOTELS REALIZES 84% LIFT IN YOY REVENUE

Koddi   Brand

METASEARCH IN 2018: 10 THINGS YOU NEED TO KNOW

Metasearch is one of the fastest-growing digital marketing channels in the travel industry. See insights from industry experts in this free infographic.

METASEARCH REQUIRES META MANAGEMENT

With so many metasearch sites, each with its unique processes and workflow, adopting a metasearch management tool is crucial for saving time from pulling reports and matching data sets.

NEW SKIFT TRENDS RESEARCH: 2017 OUTLOOK ON METASEARCH IN TRAVEL HERE

Slim margins and complex technology have turned travel metasearch into a contact sport. Identifying the winners and losers in this space takes a keen understanding of the economics and mechanics that power these businesses.

## METASEARCH POWER PLAYS: WHAT HOTELIERS NEED TO KNOW ABOUT STAYING COMPETITIVE

New research shows how metasearch advertising plays in the favor of retailers versus hotels. By understanding advertising spend, hotels can stay competitive.

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to HotelTechReport.com
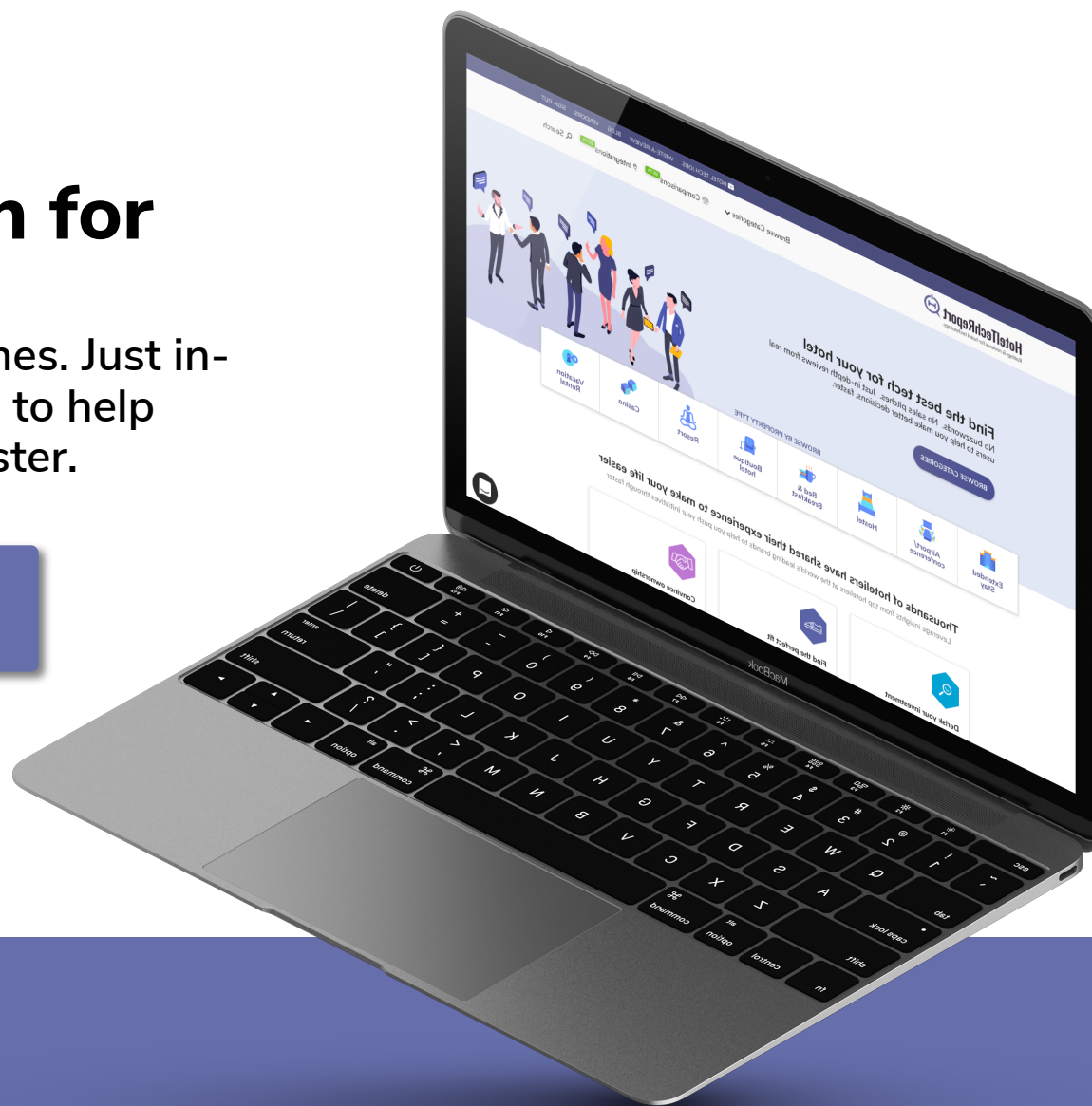
HotelTechReport

www.hoteltechreport.com