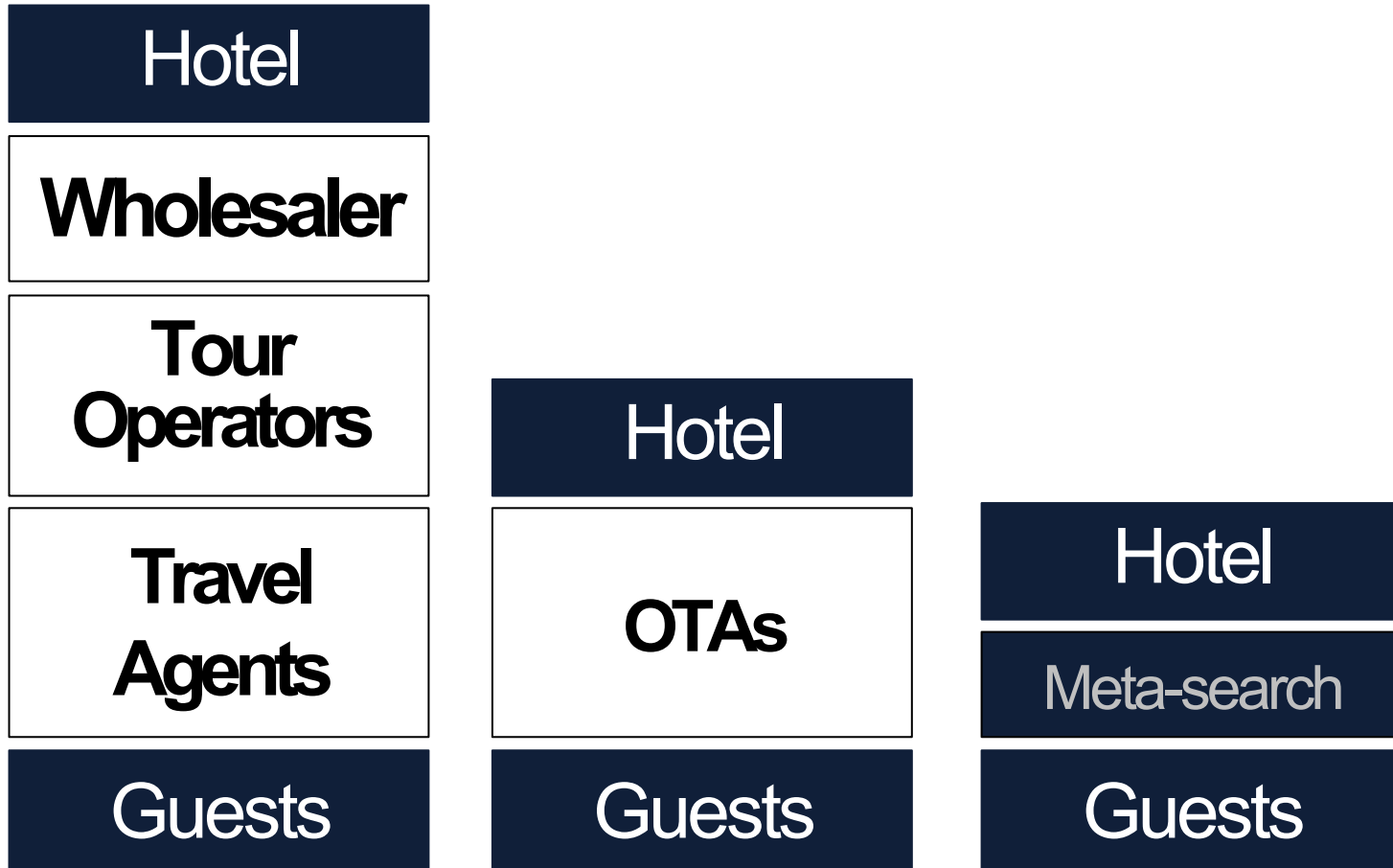


# META SEARCH ADVERTISING

WIHP Academy



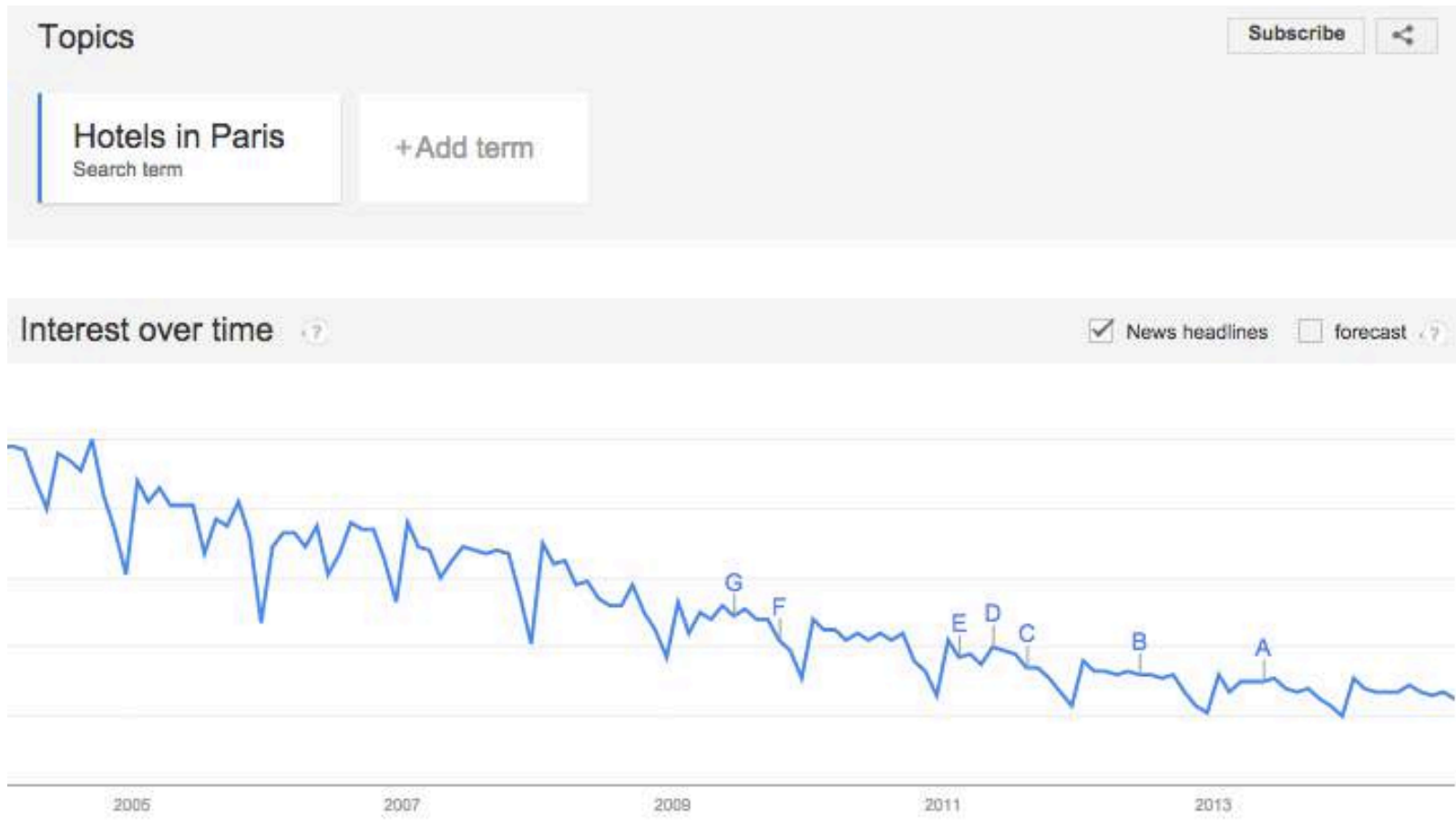
# EVOLUTION



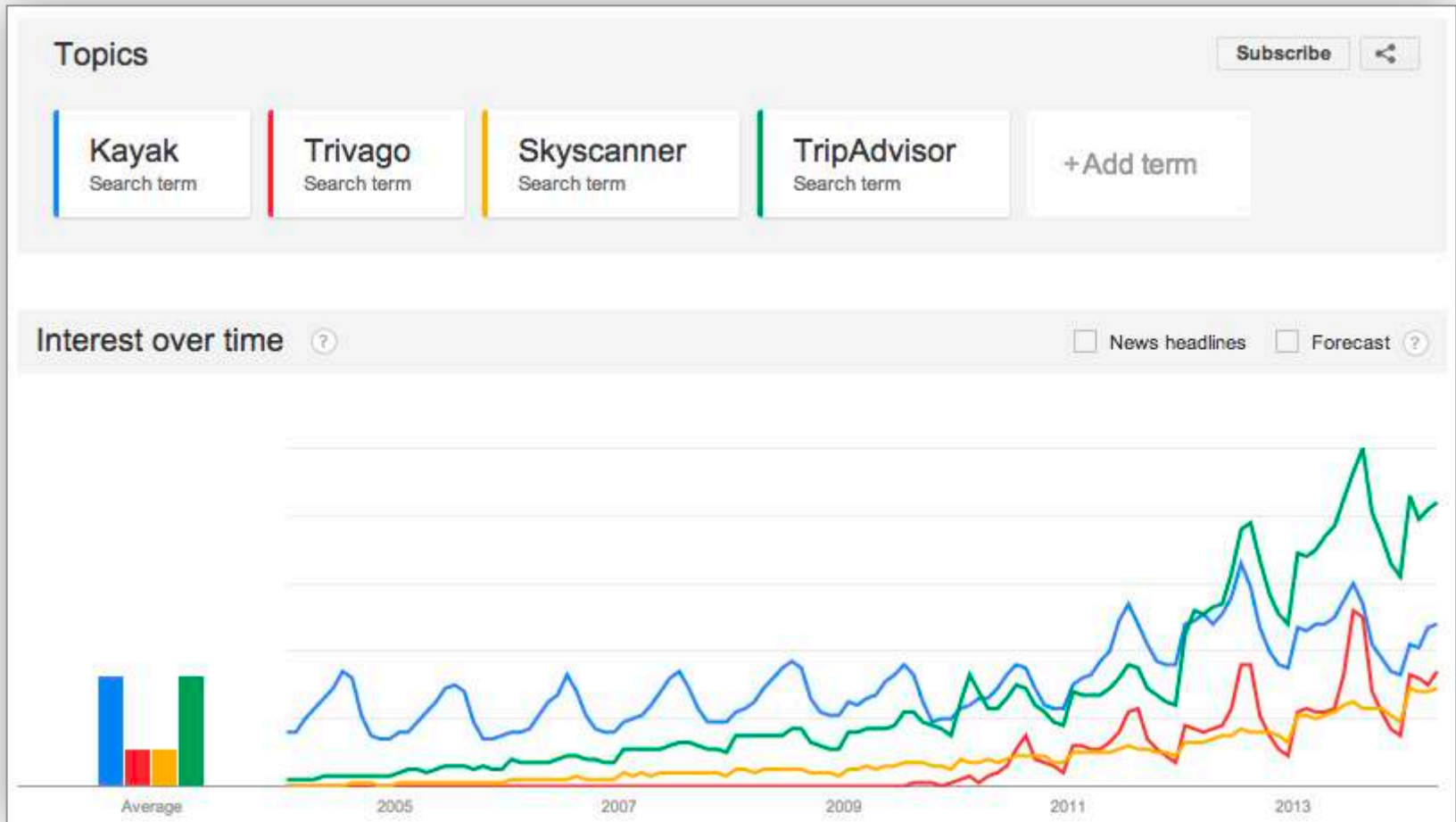
# Money Is Pouring in



# TRENDS: Hotels in Paris



# TRENDS: Meta-search



## TRENDS: Leisure Traveller

**36% of leisure travellers  
use meta search for travel  
shopping**

Source: PhoCusWright

## TRENDS: Online Travel Agencies

**29.71% of Booking.com's  
traffic comes almost  
entirely from meta-search**

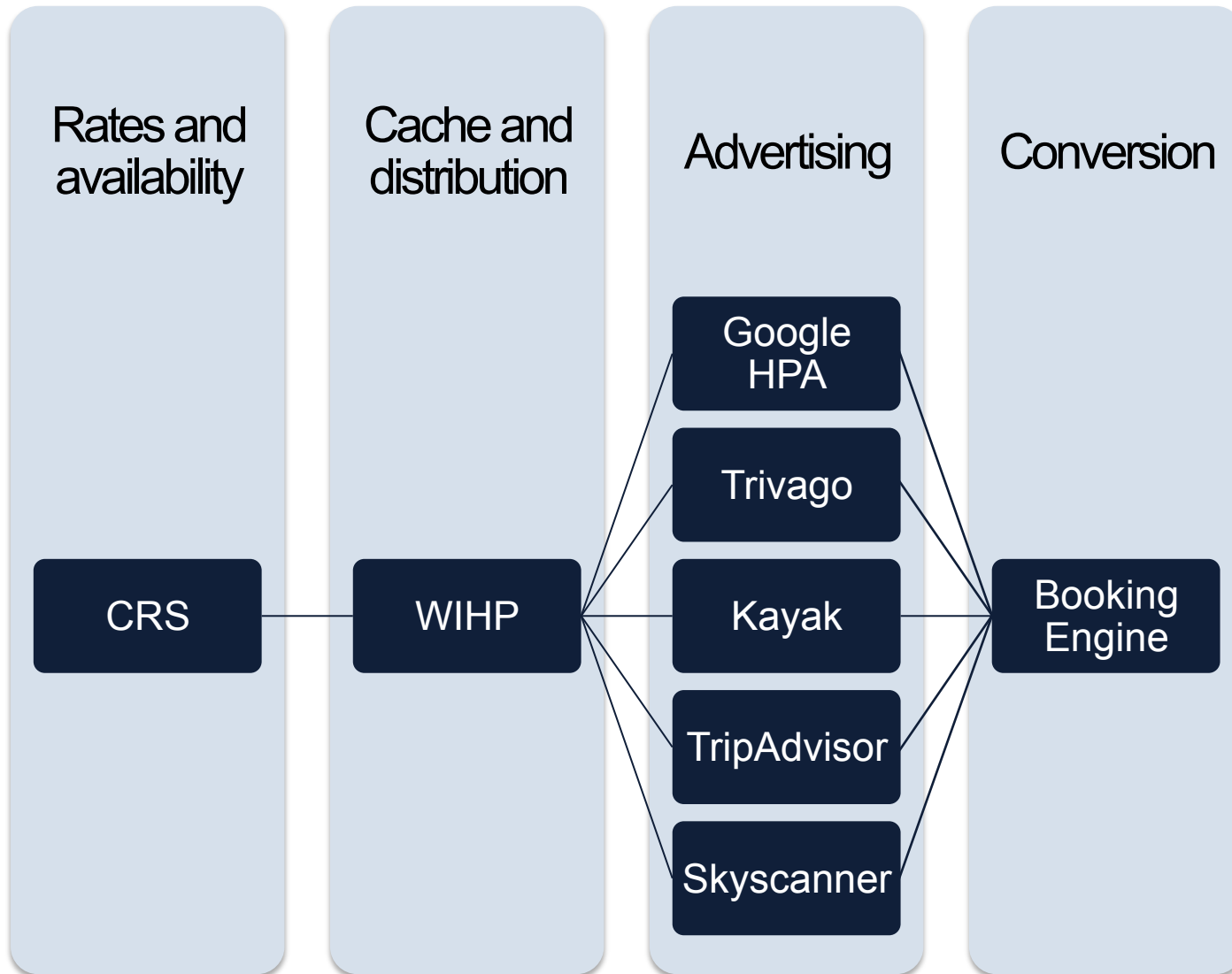
Source: similarweb.com

## TRENDS: Rate Parity and Disparity

**58% of the time there is a  
rate disparity in meta  
search**

Source: Room 77 research





# The Math of Meta Search

## Advertising Cost

**CPC**

variable (bidding/auction)

**CPA**

Fixed % of booking completed

**CPM**

Cost per 1,000 impressions

# What's Next?

## 1. Branded Booking

Travelers won't navigate away from the meta search site to complete a hotel booking. Google Wallet is a great example

## 2. Mobile

89% of travel activities starts on one device and end on an other.  
25% starts from mobile”

## 3. Personalized Search

Better and more personalized filters, improve the booking conversion.

## 4. Simpler User Interface Vs. Comprehensiveness

No pop-under, one single grid and opening the program to more and more participants.

## Take-away & Strategies

### 1. **CPC or CPA?**

Choose your meta search partners carefully and be able to optimize your campaigns. Choose CPC only if you can bid!

### 2. **Live Prices and Cache**

Don't settle for a booking engine or any middleman if they don't ensure fast and accurate responses.

### 3. **Avoid pop-unders**

Avoid meta search using pop-under. It might be cheaper for you but it is a big bummer for your guests.

### 4. **Offer the best Rate**

Last but not least, offer the best rate on desktop and mobile. Ensure availabilities on your site. Remember, Parity rate will be soon obsolete with meta search.