



MetaSearch

PPC Marketing Management

What it is

metaNG is a platform that enables hotels to publish their offers on the available MetaSearch solutions.

Full service MetaSearch Management;

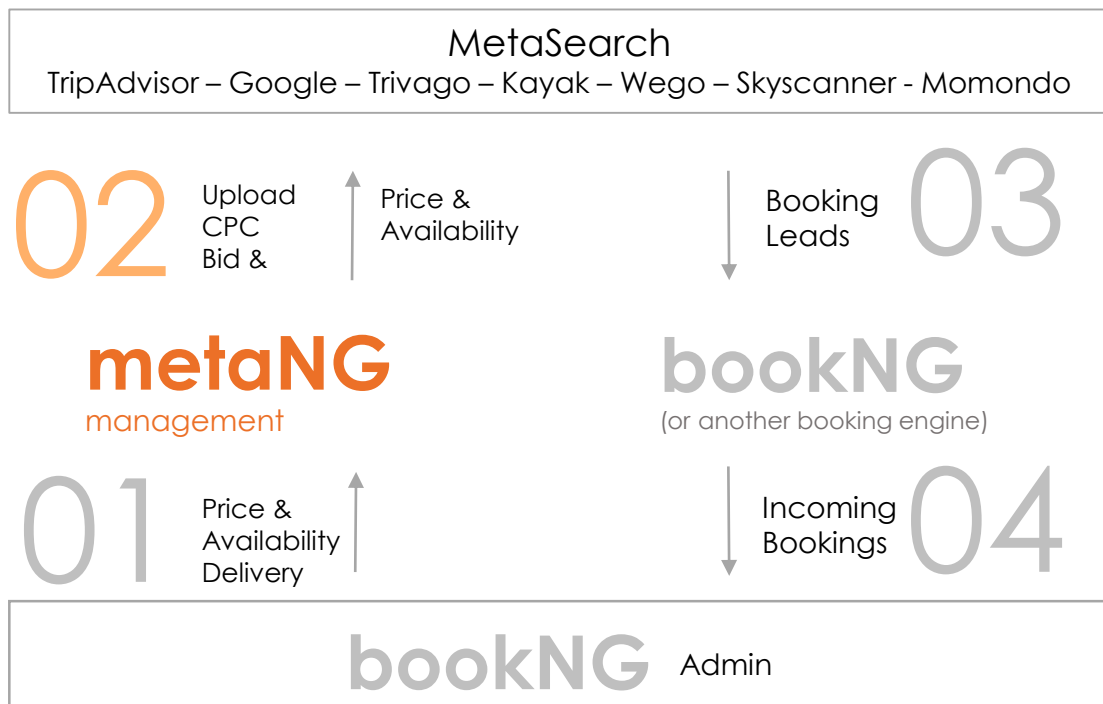
Partners: Tripadvisor, Google Hotel Ads, Trivago, KAYAK, Wego, Skyscanner, WIHP



1. How does it work

Technical wise

1. Pricing and availability is sent by the channel manager to all the available Metasearch engines through our system;
2. The results are tracked by a script installed in the booking engine;
3. You can see the results on the dashboard with the calculated ROI.





Supported Booking Engines & Channel Managers

| | | | |
|------------|---------------------|---------------|------------------|
| Atel | Fatmedia | Indra | Tesipro |
| AvailPro | Genares | Noray | Travelanium |
| Avvio | GHIX (Superbooking) | Phobs | TravelTripper |
| BBliverate | GlobeKey | Protel | Vertical Booking |
| Confortel | Guestcentric | Protur | Webhotelier |
| Cosmores | Hermes | RateTiger | WindSurfer |
| Cubilis | Hotel Pro | Reservlt | WitBooking |
| Dingus | HotelJuice | RezExchange | WuBook |
| EHBOX | HotelTools | Satoria | YieldPlanet |
| Eturistic | HSDS | SimpleBooking | Yotel |
| Evolution | Idiso | Synxis | |

Marketing wise

- A monthly budget is established
- A monthly ROI target is established (usually 8x as minimum)
- The budget is spent according across the channels looking to get both the best ROI and maximize exposure

Financial Flow

1. An initial setup fee is paid
2. The decided monthly budget is debited through SEPA direct debit in advance
3. At the end of the month any remaining budget is transferred to the next month.
4. From time to time we include a difference in the invoice if the spending goes over the budget in top season months.

2. Results achieved (with HSDS booking engine)

- **36120 € bookings / hotel in January 2018 – over 10 x average ROI:**
over 650000€ bookings generated for 18 hotels in one month.
- 138 000 Eur meta revenue on average / hotel / first 10 months of 2017 – 4 hotels chain with 10x average ROI – so total €443,210.70 generated / 10 months / 4 hotels
- 147 000 Eur meta revenue on average / hotel / 10 months of 2017 – 3 hotels chain with 9.9x average ROI (300 000 Eur direct bookings for one of the hotels in 10 months - 2017)
- 18 Hotels under management
- Full Meta PPC management
- Review dashboard under development

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