

Metasearch

Case Study

Understand the impact commissions can have on your campaign performance.

In this new era of hospitality, visibility across the booking journey is critical to acquiring the next generation of customers. Metasearch is particularly growing in importance and is a critical part of a hotel's modern distribution strategy.

The Challenge

Hoteliers are now having to rethink marketing strategies to help grow overall occupancy, leaving many to question tactics including commission rates and how they can impact metasearch campaigns and overall booking volume.

About Amadeus Demand Services

Whether it is a “free cancellations” filter, logos that make hotels stand out, or call-outs on metasearch to incentivize guests to click on a hotel's direct link, our team of experts at Amadeus Hospitality are relentless at driving the best results possible for our customers. We are constantly making sure we are quickly adapting to changing consumer behaviors and new partner features.

With connectivity to 13+ different metasearch partners around the world, our tailored campaigns help to drive strong ROI and booking volume growth. We continuously invest in building new connections to make sure our hotels are visible across the meta players, such as Google and TripAdvisor, and leverage our preferred partnerships to collaborate and build new features and functionalities.

We also offer flexible pricing: a risk-free CPA (cost-per-acquisition) model, which enables hotels to only pay for consumed bookings, or a CPC (cost per click) model. Both models are attractive to different types of customers, with CPA being the most popular model; especially during COVID recovery. Our iHotelier® integration with metasearch additionally enables our customers to have access to new sets of merchandising capabilities through our award-winning booking engine.

The Test

With rising competition in lower revenue-generating bookings such as OTA's, we aimed to evaluate how rates can impact our customers' metasearch campaigns and overall booking volume. In doing so, we recently performed a pricing test, with two groups of similar hotels, of similar size, ADR (average daily rate), markets, and visibility/bookings/revenue driven by metasearch. We set the two test groups to have one group at its optimized auction bid, and one group in a 20% lower auction bid.

The Results

After running the test, we found that the group with higher commission had significantly better Metasearch performance. So much that they had almost three times more bookings vs. the lower commission group's.

Understanding the Results

At first glance, the results are confusing: how can a 20% price change impact results so much? The reality is the Metasearch sites do this on purpose. They design what we call a User Experience "cliff" into their auctions. This pushes the competition to compete to show up in results more often or miss out on opportunities.

The difference resulted in a:

+220% Increase in Impressions
+309% in Clicks
+288% in Direct Bookings

Prioritizing Performance

Amadeus Demand Services broaden the reach of your distribution network and maximize direct bookings from metasearch sites. With the best technology, powerful optimization tactics, and premier partnerships, we ensure your property is a key player in online auctions by focusing on driving customer performance. Along with our technology come great people – our dedicated team works around the clock to provide the best possible performance for our hotels, and continually optimize customer campaigns. Our experts are committed to helping you win the higher revenue-generating direct bookings your hotel needs to succeed in this new era of hospitality.

Let's
shape the future
of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more

For further information, visit amadeus-hospitality.com or speak to your Amadeus Account Manager today.

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