

METASEARCH

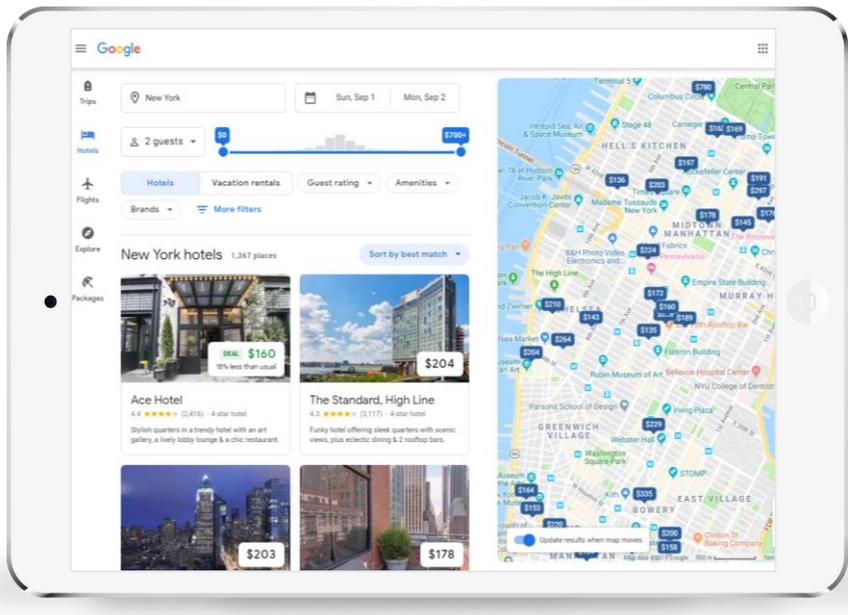
Metasearch Levels The Playing Field With OTAs On Google And TripAdvisor

WHY YOU NEED IT

Seamlessly provide customers with real-time pricing and availability throughout key touchpoints in the travel planning journey. Metasearch is becoming more sophisticated and so should your strategy. Hoteliers **can now stack up against the OTAs** by displaying your logo and price among highly trafficked results. Integrate metasearch marketing into your overall marketing mix to drive the highest returns and revenue to your hotel website.

INCREASE REVENUE

Take market share away from OTAs through metasearch and increase direct bookings and revenue.



BENEFITS

- Levels the playing field with the OTAs by providing site users with a direct booking option based on real-time rates, availability and inventory.
- Provides multiple outlets for users to be directed to property's website and booking engine.
- Plays a crucial role throughout all the phases of the travel planning journey.
- Own the customer and win the booking.

HIGHLIGHTS

1 Build brand presence on key travel engines

2 Level the Playing Field with the OTAs

3 Increase direct bookings

4 Take back the customer relationship

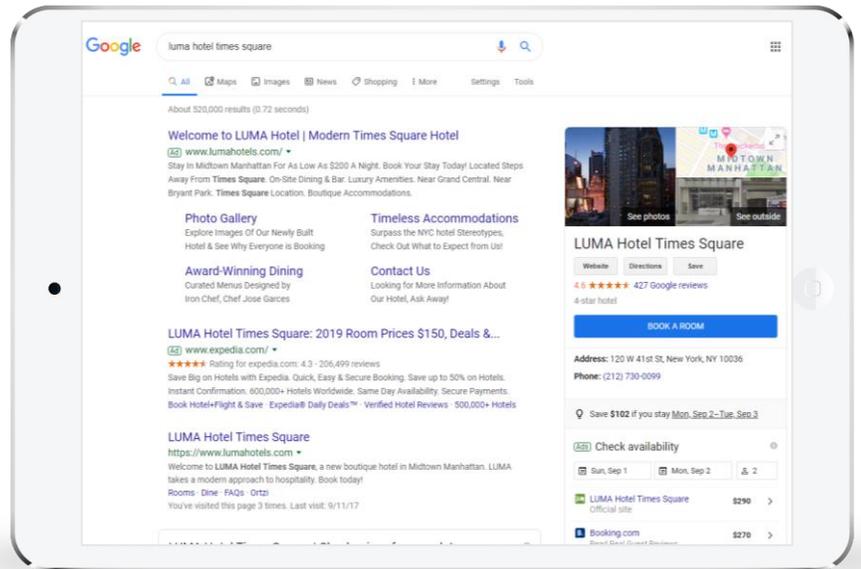
HOW IT WORKS

NextGuest Digital is capitalizing on the exciting search engine updates to boost metasearch marketing to the same levels of sophistication as search engine marketing. By combining real time rates, availability and inventory (ARI) with the latest targeting and bid optimization strategies, NextGuest Digital ensures hotels' websites are competing for, and winning, the direct booking.

NextGuest Digital combines a comprehensive suite of digital marketing services, experts, and key technical capabilities such as:

- Automated bidding
- Machine learning capabilities
- Parity surveillance
- Click attribution

Our team works with hotels to easily activate, monitor and optimize the metasearch channel along with your entire marketing budget to make sure you win the customer relationship and drive as much direct revenue as possible.



FEATURES

- Appearance in the Google Hotel Ads section in search results on Google Maps and on TripAdvisor property pages.
- Seamless integration into the hotel's overall marketing mix.
- Real-time availability and pricing connectivity.
- Dynamic bid management.
- Inclusion within the latest metasearch updates – such as Bing's metasearch platform

