



Product Brief

Product: Meta Connect

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Meta Connect Product Definition

A metasearch is a lead generation platform that enables consumers to compare hotel rates across multiple OTAs, suppliers, and the property's own website all in one view. By participating in metasearch hoteliers are able to prominently display their rates alongside popular 3rd party commissionable channels and attract qualified leads for direct commission-free bookings made on their property booking engine.

The bc and SHS (Sabre Hospitality Solutions) Meta Connect program includes the channel connect set-up, budget management, and reporting on the top metasearch channels. Our experienced Online Media team will implement, provide reporting via Google Analytics and proactively manage the client's budget across the included channels of Kayak, TripAdvisor Check Rates, Trivago and Google Hotel Ads.

Value Statement

Meta Connect is a metasearch management program providing hoteliers with budget management and interactive reporting on the top metasearch channels. Our experienced Online Media Managers will push live room rates from your BookingCenter PMS/CRS and manage spend on Kayak, TripAdvisor, Trivago and Google Hotel Ads to direct qualified leads to your website for commission-free transactions and reservations fully owned by the property. The ideal Meta Connect client is one who values SHS' expertise in the online media space, reporting solution, and excellent customer service.

Target Customer

- Independent Hotels and Resorts
- Large or Small Chains
- Individual Properties that are part of a chain that may not already be advertising on metasearch

Key Features/Benefits of Meta Connect:

Meta Connect includes the channel connect set-up, bid management, and reporting within Retailing Insights on Kayak, TripAdvisor Check Rates, Trivago and Google Hotel Ads

- The SHS experienced Online Media team will manage spend in the most cost-effective manner on each channel to maintain ideal visibility/placement (2.5:1 to 11:1 average ROI)
- Bookings are made directly on the SHS Guest Connect Booking Engine (ie, not the BookingCenter Booking Engine)
- Integration with BookingCenter pulls in rates directly into metasearch
- Commission-free transactions
- Cost-per-click pricing model, so you pay only for clicks received
- Reach qualified customers when they are ready to book
- Monthly budget capping
- Two optional strategic Consulting Packages available: A monthly call with Digital Experience Account Team to recap the previous month's efforts, review results and discuss the progress of the campaign and future strategy modifications.
- Meta Connect report within Retailing Insights is included in management fee! Benefits include:
 - Influenced attribution model (first click attribution instead of last click)
 - With first click cross-domain tracking issues do not come into play as they did previously with Google Analytics
 - Improved roll-up chain level reporting showing production by source for the entire chain
 - Snapshot overview of key metrics including real time bookings, revenue, clicks, and conversion rate at the campaign and source levels as well as property and chain level



- More reliable and automated cost data imported every 48 hours for an accurate return on ad spend metric.
 - The report provides spend and revenue in the same currency, thus ROAS calculation accurate.

Internal Case Operations & Support

Requests and questions regarding metasearch and Meta Connect MUST be filtered through a “DX Request” case in Salesforce.com which is available to customers. Upon admission, there will be a SOP that covers outlines implementation, budget changes, and termination processes as well as case terminology:

- A “DX Request” case in Salesforce.com is auto generated for implementation when a Meta Connect Opportunity is Closed Won.
- “DX Request” case in Salesforce.com should be used for general metasearch/Meta Connect questions, billing questions, reporting questions, and troubleshooting. DO NOT email the Meta Connect team directly. Always use a case.

If you have a concern regarding your Customer’s TripAdvisor Check Rates you can also contact your regional DX Representative. They have access to the TripAdvisor bidding and reporting tools to assist with budget and ranking questions.

Meta Connect Terms and Conditions Reminders

- 3 Month Minimum term and budget cannot be modified within this term
- Turnaround time will range depending on the metasearches selected but typically if all 3 are selected turnaround time is 2 weeks.
- 15% management fee – SHS manages the relationship with the metasearch on the customer’s behalf, set-up tagging and provide detailed reporting in in Retailing Insights, bid and budget management, and ROI performance in each of the channels. However, this service does not include direct consulting with a customer without a DX retainer.

Meta Connect Monthly Budget Recommendations *Per Property*

- **Kayak**
 - \$500 - For hotels in a smaller cities or rural locations. Minimum monthly budget for Kayak.
 - \$1,000 – For hotels in midsized cities, are a small resort, or located in ASPAC
 - \$1,500 – For hotels in large cities, are a midsized to large resort, or are location outside NAM
 - \$2,000 – Recommended budget for hotels located in popular destinations such as New York City.
 - Currently Kayak uses the following criteria to rank/sort the booking options under a hotel property listing:
 - Spend/accuracy of response from booking providers (meaning faster BE is better)
 - Providers who send through full taxes and fees details (Synxis is one of those providers)
 - Lower rates are listed first
 - Economics to Kayak – this is referring to the cost-per-click bid. When our negotiated CPC (\$1.75) is higher than what the OTAs are bidding we’ll be listed higher in the results and lower when our bids are lower. We are working with Kayak to provide us with the ability to change CPCs, but they have indicated that we have to spend an additional 50k per month before we can begin those conversations.
- **TripAdvisor Check Rates**

- \$750 - \$1,000 – for hotels located in secondary markets, ranked in the middle of their market or the lowest recommended budget for clients in secondary markets that have selected multiple IP options on their approval form.
- \$1,500 - \$2,500 – competitive destinations, hotels ranked highly in their market, ideal for all properties that have selected multiple IP options on their approval form.
- **Google Hotel Ads**
 - \$500 - provides consistent visibility in results for the entire month, however branded listing would most likely be listed in the 2nd, 3rd or 4th position the majority of the month which will result in lower click through rates and conversions than the 1st ranked listing receives. In most markets a \$500 monthly spend provides 50% - 75% impression share. NOTE: City properties are not recommended at this low of a budget.
 - \$750 – lowest recommended budget for city properties.
 - \$1,000 – should provide consistent placement at the top of the results (slot 1/2) for the entire month in most markets.
 - \$1,500 – should provide consistent placement at the top of the results (slot 1) for the entire month for city properties and competitive markets.
- **Trivago**
 - \$750 – lowest recommended budget for city properties and EMEA properties.
 - \$1,000 – should provide consistent placement at the top of the results (slot 1/2) for the entire month in most markets.
 - \$1,500 - \$2,500 – should provide consistent placement at the top of the results (slot 1) for the entire month for city properties and competitive markets.

Budget Change Requests

- Client is required to sign a new approval form whenever budget changes (increase or decrease).
 - Note, when the new contract is signed the 3 month minimum term will restart and we do not accept budget changes during the 3 month minimum term.
- Salesforce operations document to assist with completing Opportunity
<https://na4.salesforce.com/sfc/#version?selectedVersionId=06860000001eXW2> (customers only)

Implementation/Termination Process

- Meta Connect SOP to be made available upon initiation of contract.
- Sales Operations (how to value your opportunity):
<https://na4.salesforce.com/sfc/#version?selectedVersionId=06860000001eXW2> (customers only)

Billing Process

The Online Media team sends an excel spreadsheet to DX Accounting each month detailing total spend per client and per metasearch. If participating in several metasearches spend will be listed separately.

SHS will actively manage spend to avoid exceeding Budget Cap each month, however Budget Cap is not guaranteed and Customer will be responsible for actual spend.

Metasearch Industry Definitions and campaign specifics:

- **Metasearch** = a lead generation platform that enables consumers to compare hotel rates across multiple OTAs, suppliers, and the property's own website all in one view. SHS has channel connects to many metasearch sites and traditional channel partner connections through Channel Connect.
- **Meta Connect** = Meta Connect is a service the DX team provides to manage a hotel's ad budget on the top metasearches, provide reporting, and customer service support. This is a DX Service (Channel connect set-up, budget management, and reporting).
- **TripAdvisor Check Rates** (aka Hotel Price Comparison) = TripAdvisor's metasearch platform.
 - Allows hoteliers to display their lowest available rate alongside popular commissionable OTAs for a commission free direct booking

- Hoteliers can manage their own program on Check Rates via TripConnect or have SHS manage on their behalf via Meta Connect
- CPC - pay only for clicks received
- Commission-free direct bookings made on the properties BE
- Rate is prominently displayed next to OTAs
- Distribution to TA content partner sites like VirtualTourist and Yahoo! Travel
- Direct 7:1 ROI or greater average when managed via Meta Connect
- **TripConnect=** TripAdvisor's proprietary metasearch management tool for TripAdvisor Check Rates (aka Hotel Price Comparison).
 - To participate, the hotel contracts directly with TripAdvisor for access to their management tool, TripConnect, and SHS merely provides the channel connect to push rates. The hotel uses this TripConnect to manage cost-per-click, budget, and reporting on Check Rates themselves and DX is NOT involved.
 - Ideal client for TripConnect is one who has strong knowledge of digital marketing and cost-per-click campaign management.
 - SHS only manages the channel connect to TripConnect to allow the hotel to push rates and the Digital Experience team does not provide management support for TripConnect.
 - For more information on TripConnect functionality please visit: www.tripadvisor.com/TripConnect.
- **TripAdvisor Business Listing=** A Business Listing is a yearly subscription to an enhanced TripAdvisor Property Profile where the Hotel can list a special offer specific to TripAdvisor, 3 direct contact details, display a rotating photo gallery, and the option for a click to call mobile upgrade.
 - Properties can contract with TripAdvisor directly for their Business Listing or through the DX team. SHS has negotiated a 15% off rate and therefore typically has a lower quote than going direct.
 - For more information on Business Listings please review the product brief information on the Online Media Product Directory page: <http://teams.sabre.com/Hospitality/Pages/Online%20Media%20and%20Planning.aspx>
- **Google Hotel Ads =** Google's metasearch platform.
 - CR customers can only participate in Google Hotel Price Ads via Meta Connect.
 - Rates Display on the following places within Google:
 - Google Carousel
 - Google Search Results
 - Hotel Finder
 - Google Maps
 - Google Places
 - The DX Meta Connect team effectively manages spend by modifying and optimizing bids based on the following criteria resulting in an ROI 2.5 to 5:1.
 - Placement(the list of above places rates display on Google)
 - Device
 - Length of Stay selected for the users search
- **Kayak=** Kayak is also a metasearch site where the hotel can push their rates.
 - Sabre Hospitality Solutions ROI 7:1 to 10:1
 - Ranking Criteria(how Kayak determines the order of rates displayed):
 - Spend & accuracy of response from booking providers (meaning faster BE is better)
 - Providers who send through full taxes and fees details (Sabre is one of those providers)
 - Lower rates are listed first
 - Economics to Kayak – the cost-per-click
- **Trivago =** a metasearch site where the hotel can push their rates.
 - EMEA properties should not select budget lower than \$750
 - Trivago does not allow brand logo to display for properties or small chains
 - Expected CPC between \$1-\$2
 - Estimated Sabre Hospitality Solutions ROI 4:1 to 7:1
 - SHS Meta Connect team will select geo-targeting which includes only the following: Global, Germany, Spain, Italy, France, UK, US, Canada

FAQ: Meta Connect General

- **Q:** Do you require a new approval form and opportunity for any budget change?
 - **A:** Yes. To change budget client must provide a 30 day notice and sign a new approval form. Note, the 3 month minimum term will restart with the new approval form.
- **Q:** Can a client set a budget increase/decrease for just one month and can they set a budget that changes from month to month?
 - **A:** No. Neither of these scenarios is allowed. Budgets must be consistent from month-to-month. Once budget is changed the 3 month minimum terms restarts and you cannot change budget during initial 3 month term.
- **Q:** What if the clicks per month do not reach the monthly budget set by the client? Is the remaining budget lumped into the following month's budget?
 - **A:** We do post-billing based on spend meaning we invoice based on the number of clicks received in the previous month. Clicks/spend are monitored as to exceed their set monthly budget cap. For example, if a client signed off on \$1,500 per month but the campaign only received \$1,400 worth of clicks, then we would only charge the client \$1,400. The remaining \$100 does not get lumped into the next month. Budget caps are not guaranteed but SHS takes every reasonable measure to manage bids within the assigned budget.
- **Q:** What happens when the cap is reached for that month but there are still days remaining in the month?
 - **A:** Should the property meet that cap, the metasearch for the property will no longer push rates for the remainder of the month.
- **Q:** Why should customers pay the 15% management fee, especially if budget cap is not 100% guaranteed?
 - **A:** The biggest value SHS adds to metasearch management is our knowledge and experience. We have been pioneers in this space and are currently managing hundreds of customers effectively generating direct revenue for them. A 15% management fee is the industry norm for media management (not consulting) and in our experience, for most customers, the management fee is very worth it to them when they consider their internal resources required for managing the bidding in house. We include reliable, interactive, and live reporting within Retailing Insights, Sabre Hospitality Solutions' Big data analytics application. For those customers with Google Analytics, we can also offer as requested a reporting solution which will allow them daily visibility in their GA account.

SHS also invoices based on the actual NET spend + our 15% management fee. We take every reasonable measure to stay within the approved budget, but there are some functionality restrictions on the metasearch side that cause a bit of a challenge such as the frequency they allow us to update bids. Due to this our contract team felt the need to insert the clause in the contract that gives us some flexibility in regards to budget. If the property allots a budget that is substantial enough (refer to guidelines in this document) that there is room to effectively optimize bids, and then generally overspending isn't a concern.

- **Q:** Derbysoft also offers the metasearch solution and is approaching our customers to sign up with them. Does DX see Derbysoft as a competitor in this case?
 - **A:** Derbysoft is a great product and Sabre Hospitality Solutions currently supports a connection with them. We are evaluating offering a SaaS model solution for customers to manage the rate ads on metasearch sites themselves. One advantage is our ability to integrate with Google Analytics when requested. To our knowledge, Derbysoft does not integrate directly with Google Analytics, so the customer would most likely need to use a pixel based tracker that is central to the Derbysoft Application. Also, to our knowledge DerbySoft does not connect with Kayak NAM at this time, so any customers interested in Kayak rate ads would need to use Meta Connect.

The ideal Meta Connect customer is someone who values our expertise, reporting solution and customer service. Similar to paid search advertising, all of our customers have the ability to manage their Google paid search ads themselves in Google Adwords, but choose Sabre Hospitality Solutions to implement and manage the tactical aspect on their behalf. This allows the customer to focus on strategical planning instead of being bogged down in the day-to-day management details.

- **Q:** Is the reporting only available if the customer selects all 4 Meta Connects?

- **A:** Reporting is available to Meta Connect clients who are on 1 or more metasearches. If they were on TA Check Rates or Hotel Ads prior to Meta Connect they can move over to get the reporting feature and would just need to sign the new approval form.
- **Q:** How is Meta Connect related to Channel Connect?
 - **A:** Meta Connect is a service we provide to manage a hotel's ad budget within 3 metasearches (TripAdvisor, Google, and Kayak). These 4 metasearch sites are part of our Channel Connect channel partner list. We have hundreds of meta-search and traditional channel partners connections through Channel Connect.
- **Q:** How does SHS' pricing structure compare to TravelClick's Commissionable model?
 - **A:** Since TC is fronting the CPC we hypothesize that the way they are tracking the bookings to make their revenue back is through pixel tracking methodology with a sizable look back window (maybe 30 days or more). To explain this, if a consumer gets to the booking engine through the TA metasearch this would fire the pixel and then if that user came back through to the BE from any other means online during that look back window, the metasearch campaign would receive the credit and commission. With this route it will most likely make TravelClick more money than the industry standard of 15% while not actually increasing the client's revenue from metasearch (see below chart).
 - The commissionable model will also make it difficult for the hotel to control their costs. For instance, if the pixel shows \$100,000 in revenue one month, surely metasearch was one stop the user took along the way, but with that attribution model it will always credit the metasearch. Then with the commissionable model, the advertiser owes TC \$4,000 in remittance. Our offering is much more transparent in that we are only going to bill a customer for what we spend + our management fee, and we'll do our absolute best to maintain the agreed upon budget cap. Because we are transparent with our pricing, we are going to optimize the campaign in the best interests of the customer for a strong ROI, not only to try to get more people tagged by the pixel, hoping for an eventual conversion/commission.

Spend	\$1000
Projected Last Click Revenue (8:1 ROI is our average)	\$9000
SHS Management Fee	\$1150
TC Management Fee/Commission	\$1350

FAQ TripAdvisor Check Rates (aka Hotel Price Comparison)

- **Q:** How do I request a Business Listing quote for my client?
 - Request a Business Listing quote by submitting a DX Request Case in Salesforce or contacting your regional EMM for assistance.
- **Q:** Does my client have to get a Business Listing through Sabre?
 - **A:** No, they can go direct to TripAdvisor or through Sabre. Sabre has negotiated a 15% discounted rate so in most cases our rates is better than what the client could get going direct.
- **Q:** Does TripAdvisor segment clicks between mobile and desktop users?
 - **A:** Yes, TripAdvisor is now segmenting check rates clicks from their mobile application and mobile website. CPCs for check rates will be a fraction of what they cost for desktop.
- **Q:** Is there a separate TripAdvisor Check Rates rate channel?
 - **A:** No, it pulls the best available rate only.
- **Q:** What if our property is appearing at the bottom of the list for Check Rates?
 - **A:** Since positioning is determined by bid, with the highest bid at the top, Sabre may recommend increasing the bid slightly to help increase positioning.

- **Q:** My client would like to include a logo next to their Check Rates. What are the specifications and can Sabre assist with cutting the image to the correct size?
 - **A:** Sabre can assist with cutting the image to the required specifications. Image resizing can be invoiced using maintenance hours for DX clients or it can be billed at our standard website maintenance rate.
- **Q:** What is the actual CPC (are we even releasing this information)?
 - **A:** There is no set CPC as it is dynamic and depends on the bid that we place. Typically the more advertisers (i.e. OTAs) competing for clicks means a higher CPC is needed in order to get good exposure.
- **Q:** Can the Check Rate links be controlled by time of day or day of the week? For example, can the budget be allocated and controlled to be only spent M-F 8AM-5PM Eastern?
 - **A:** No, TripAdvisor does not allow check rates controls by time or day.
- **Q:** What is the transaction fee from TripAdvisor?
 - **A:** There is no transaction fee from TripAdvisor. TripAdvisor Check Rates allows users to search rates and dates directly on your Guest Connect Booking Engine allowing commission-free transactions and a reservation fully owned by the property. Property GCBE transaction fee applies.
- **Q:** How are rates displayed and am I charged each time my rate displays?
 - **A:** Sabre Hospitality Solutions and TripAdvisor have worked together on the Synxis API integration which allows your customers to have current rates from their booking engine displaying on their check rates placement. This will help better pre-qualify the user before they make the click over to their booking engine. The customer will only be charged if a user clicks over to their booking engine, no charge will be incurred for the rate just displaying to the user.
- **Q:** Since we are not able to provide a quote for a TripAdvisor Business Listing if the customer currently has one directly with TripAdvisor. If the customer would like to sign up for a Business Listing through SHS, can they terminate their service with TripAdvisor and come to us? Will we be able to provide them the quote after the customer has terminated?
 - **A:** No this would not be recommended. Tripadvisor provides retention pricing at renewal, which would no longer apply to a customer that cancels and tries to return as a 'new customer.' It will also strain our relationship with TripAdvisor which we would not want to do.
- **Q:** Is "Hotel Price Comparison" different from "Check Rates?"
 - **A:** No. They are both referring to the metasearch product on TripAdvisor.

TripAdvisor TripConnect:

- **Q:** What is the difference between Check Rates and TripConnect?
 - **A:** TripConnect is TripAdvisor's proprietary metasearch management tool for TripAdvisor Check Rates (aka Hotel Price Comparison). To participate the hotel contracts directly with TripAdvisor for access to their Check Rates management tool (TripConnect) and SHS provides the channel connect to push live room rates. The hotel is then able to use this tool to manage cost-per-click, budget, and reporting on Check Rates on their own. The ideal client for TripConnect is one who has strong knowledge of digital marketing and cost-per-click campaign management experience. SHS only manages the channel connect to TripConnect to allow the hotel to push rates but the Digital Marketing team does not provide management support unless contracted for TripAdvisor Check Rates under MetaConnect.
- **Q:** Why would someone use Meta Connect for TripAdvisor Check Rates if they can manage the campaign on their own via TripConnect?
 - **A:** Managing CPC bids requires expertise, constant monitoring, and staying up to date on all of the latest opportunities. Many hotels do not have this experience in house and opt to have an agency help them manage the process to ensure they stay competitive while maintaining the highest ROI. Similar to paid search advertising (PPC), all of our customers have the ability to manage their Google paid search ads themselves in Google Adwords, but choose Sabre Hospitality Solutions to implement and manage the tactical aspect on their behalf. This allows the customer to focus on strategical planning instead of being bogged down in the day-to-day management details.
 - Our Meta Connect service also includes the bid management for other metasearch sites including Google and Kayak.



FAQ Google Hotel Price Ads

- **Q:** Is there a formula we can provide our clients with on how we are managing bids?
 - **A:** The formula to calculate CPC in HPA is as follows:
 - Formula: $\{\text{Bid}\} * \text{Nightly Rate} * \text{Number Of Nights} = \text{CPC}$
 - Example: $1.5\% * \$150 / \text{night} * 2 \text{ nights} = \4.50
 - .23% of the rate is the default bid and is often too low for a property to get top exposure in HPA. Bids can be set as either a percentage of the nightly rate or a fixed dollar amount. We aim to keep the CPC between \$2.00 - \$5.00, but it will vary depending on the property's budget, ADR and OTA competition.

FAQ Kayak

- **Q:** Is budget management available for Kayak?
 - **A:** Yes, as of September 2015 budget caps from \$500-\$2,000 are now available. The Meta Connect team is reaching out to Account Managers who have customers they recommend move over to the budget cap immediately. They will be required to sign a new approval form and AMs are to follow the salesforce budget change process in the SOP. New customers will only be offered the budget cap option moving forward.
- **Q:** Are the hotels/chains required to sign an agreement with Kayak directly to determine the commission to Kayak?
 - **A:** No clients only need to sign a contract with SHS. Kayak is a commission free booking made on the property BE.

[Contact BookingCenter](#) for more information and to enroll in Meta Search.