

The image is a composite of two photographs of a modern interior. The top photograph shows a wide view of a room with large floor-to-ceiling windows looking out onto a city skyline. The room features a minimalist design with a white ceiling, recessed lighting, and a large, curved wooden sculpture on the left. The bottom photograph shows a closer view of the same room, focusing on a bed with white linens and a patterned throw, a green armchair, a small round table, and a desk with a lamp. The floor is made of light-colored wood in a herringbone pattern.

5 Reasons to Reevaluate Your Metasearch Marketing



Hoteliers are famously busy professionals and often live by the mantra, "If it ain't broke, don't fix it." While this is just the reality as we're all forced to prioritize our days, we'd argue that reevaluating your metasearch is time well spent and could generate outsized and unexpected results in 2024.

Why?

First off, the sheer size of the market. Several years ago, hospitality spending on metasearch surpassed spending on Google paid search. More than 50% of total digital spend goes to metasearch channels, and for good reason. Those channels represent the middle and bottom of the demand funnel, so the returns on investment are substantial.



In most cases, metasearch is the determining factor between winning and losing in your comp set!

Be that as it may, many hoteliers still believe all metasearch providers are created equal. They adopt inertia as a strategy, pushing forward with their current provider because they don't have a clear reason to consider a switch.

So, how can you quickly determine if you may be underserved by your current metasearch provider? Here are five reasons why you should reevaluate your current hotel metasearch strategy.



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1. Small Self-Funded Media Budget

Metasearch is all about **demand capture**; demand for your market and your property. When demand exists, and your property isn't present, those reservations go to OTA's or, worse yet, your competitors.

If you've allocated a small amount of media dollars to metasearch channels, you are, by definition, limiting your demand capture. In *"Hacking your marketing budget"* we outlined how a commission-based model, whereby your metasearch provider buys media on your behalf, is the best way to maximize revenue.

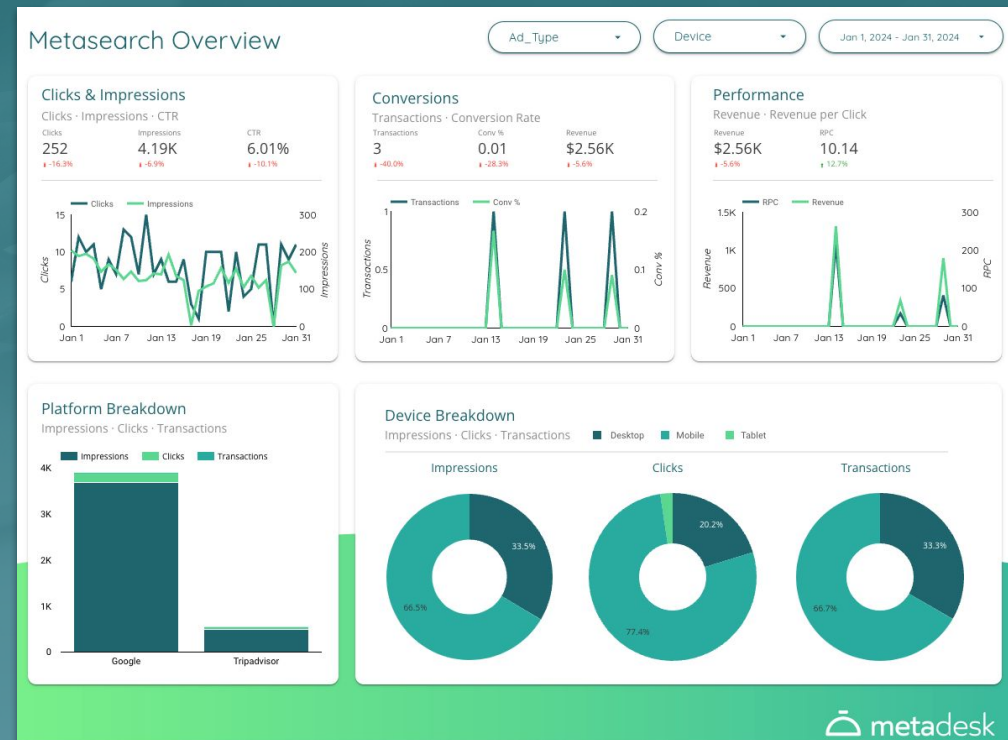
You may feel like you have "checked the metasearch box" by signing up for an inexpensive connection with a small media budget, but chances are you are limiting your property's revenue potential.

2. Media-Centric Reporting

If your current provider doesn't offer a reporting portal rich with **performance and media-centric data**, you are missing an opportunity to truly manage metasearch channels.

Worse, a lack of reporting is usually a red flag that your provider is managing metasearch as a “technology connection” and not as a true media channel.

Doing so strips metasearch of its fundamental advantages and virtually ensures that a property will underperform.

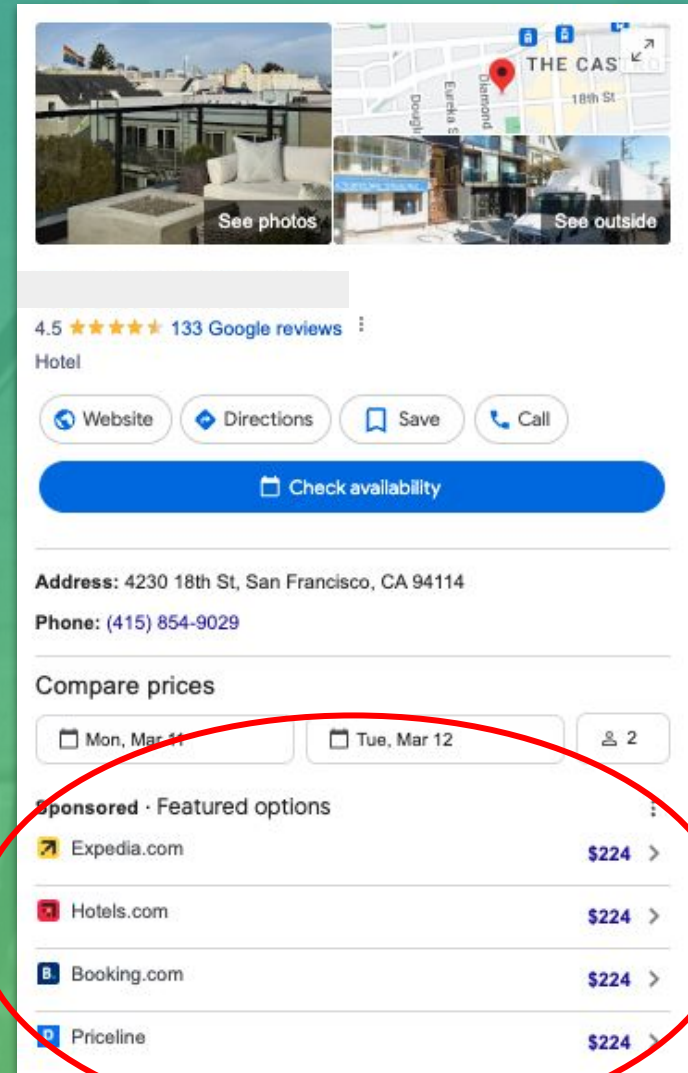


3. OTA's Are Doubling Down on Metasearch

Take a look at your property listing on Google Hotels and Tripadvisor.

The one constant - OTA's. Expedia, Booking, and the like have increased their marketing spend on metasearch to ensure they are always in front of consumers as they research and book your hotel.

They are fighting for your customers, and if you have a passive approach to metasearch, they're likely winning more often than not. Which leads to...

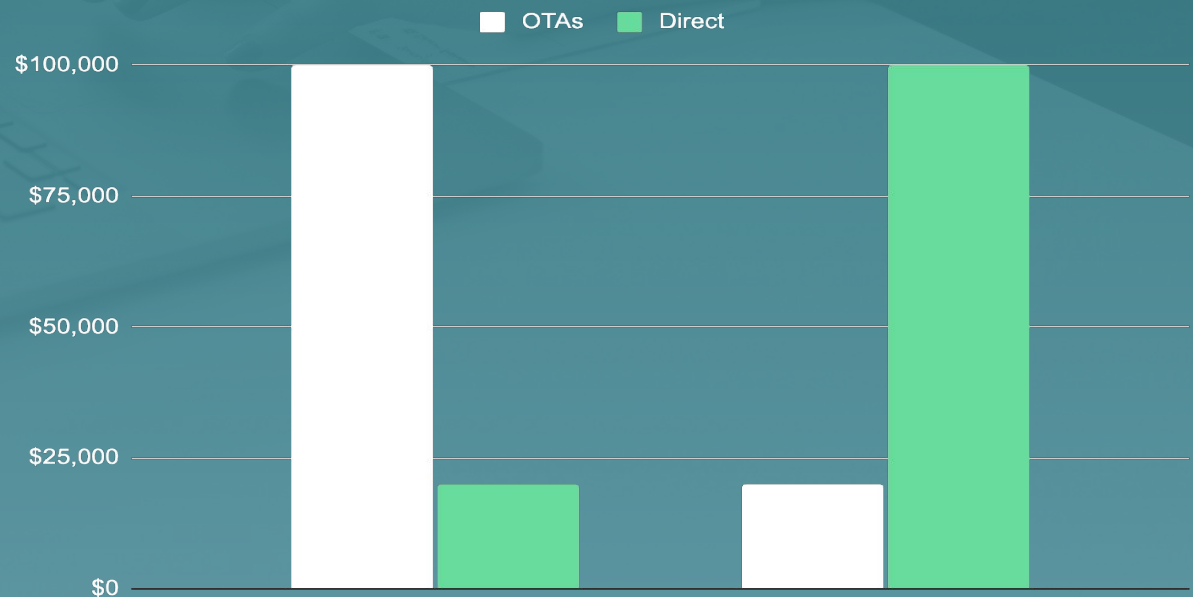


4. More than 30% of your online revenue comes from OTA's

If you are ceding that much ground to OTA's, metasearch is the first place to look.

A modern channel mix for most hotels should focus on generating well north of 60% of your revenue through direct channels.

This is all the more important with the emergence of first party data as a critical element to success. Simply put, you must invest in channels that drive new, direct revenue.



5. New Features and Tools

In just the last year, major metasearch channels have launched new elements to their offering. These features make metasearch one of the most dynamic channels available to hotels and resorts.

If you have not re-evaluated your metasearch strategy in the last year, you've fallen behind.

These tools provide more refined targeting options, new messaging opportunities, and the ability to feature your property in the most advantageous ways possible.

Why Metadesk?

Metadesk tackles these challenges and more. Unlike stale technology connections or companies that deploy passive media management, Metadesk features:

- ✓ Media managed by hospitality media experts
- ✓ Variable commission pricing - as metasearch revenue goes up, your commission percentage goes down
- ✓ Custom audiences - intent based, affinity, 1st party audiences; the key to driving overall performance
- ✓ On-demand access to reports and campaign specialists
- ✓ Real-time parity monitoring



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that understands
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