



# hsmmai POWER-UP

EDUCATION & NETWORKING EVENT

**BANGKOK**  
20 MAR 2024

meet share learn unwind



FOR COMMERCIAL HOTELIERS



amadeus

eme  
emarketingeye



# Elevate Direct Bookings with Data-Driven Digital Marketing Strategies



**CHARITHYA KANDAGE**

Vice President of Account  
Management  
eMarketingEye



# Elevate Direct Bookings with Data Driven Digital Marketing Strategies

BANGKOK -20th March 2024

# UNLOCK THE BEST: DIRECT BOOKINGS TRUMP ALL!



- **Higher Yield:** Maximize profits with direct bookings
- **No Commissions:** Keep 100% of the revenue
- **Customer Loyalty to the Brand:** Build a loyal customer base
- **Build Long-Term Relationships:** Nurture lasting connections
- **Repeat Customers:** Encourage guests to come back
- **Up-selling:** Increase revenue through additional services
- **Lower Cost per Conversion:** A lower Cost per Acquisition

# SO MANY TOUCH POINTS: WHY YOU?

OTAS

Hotel Site

Competitors

Travel  
Sites

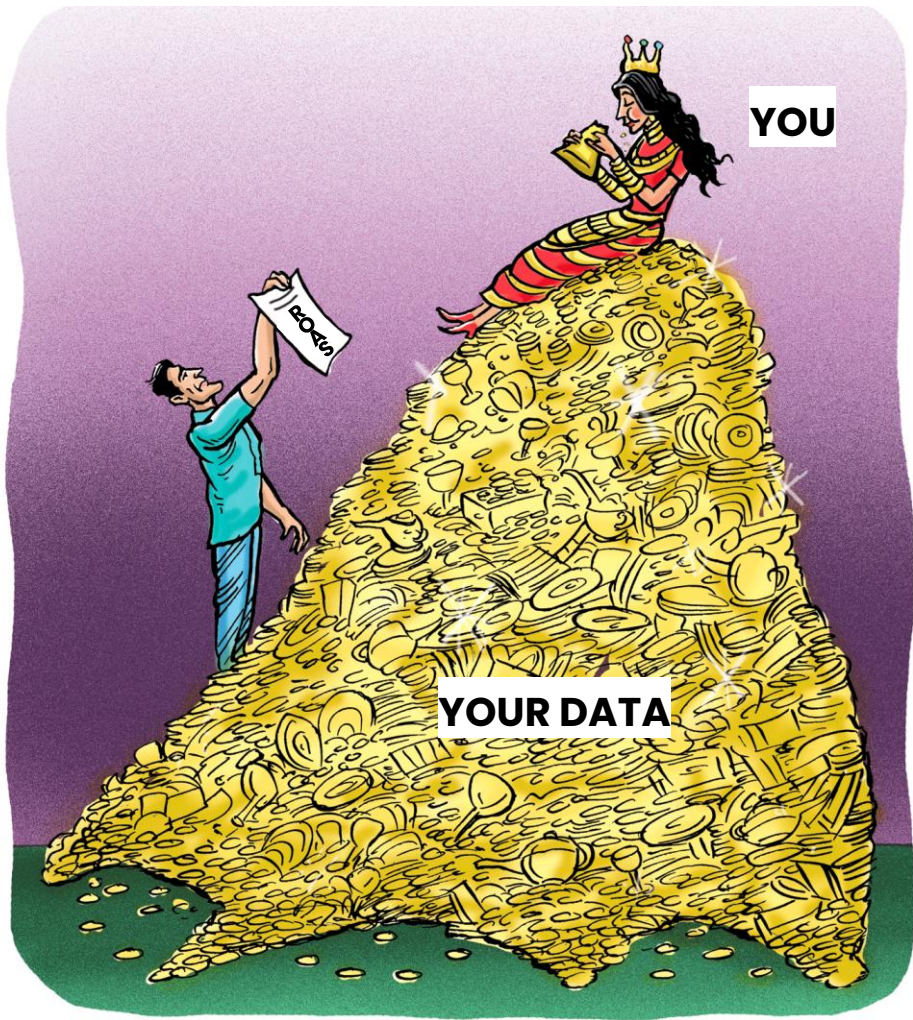
Social Media

**SO MUCH CHOICE FOR  
THE CUSTOMER  
NEED TO STAND OUT**



# SECRET WEAPON



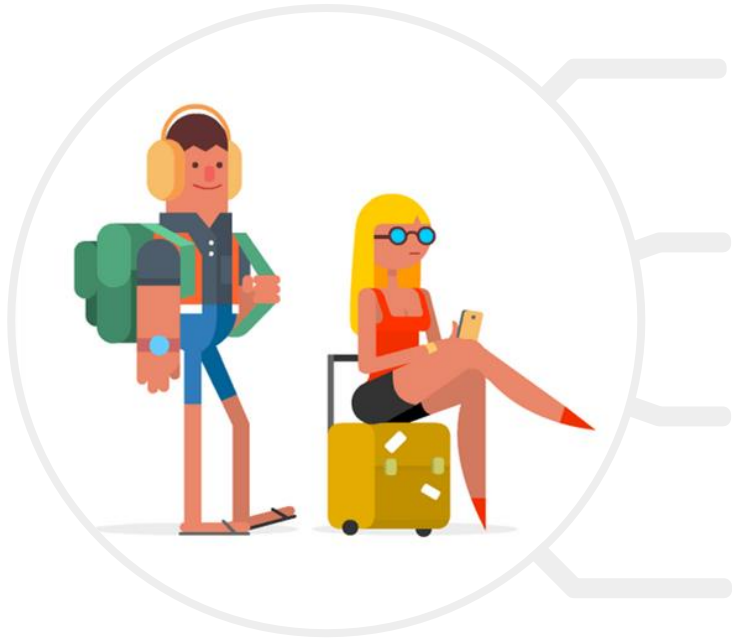


YOU

YOUR DATA

You're Sitting on a **Gold**  
**Mine** of Data

# MULTI SOURCE DATA STREAMS AVAILABLE



01 Hotel Data

Lead Time, Occupancy, ABV, Impression Share, Offers, Room Types

02 OTA Data

GEO Markets, Room Types, Offers

03 Industry Data

Travel Trends, Trigger points, Destination Insights

04 Tools/Platforms

Google Trends, SEM Rush, Destination Insights, Ad Platform Data



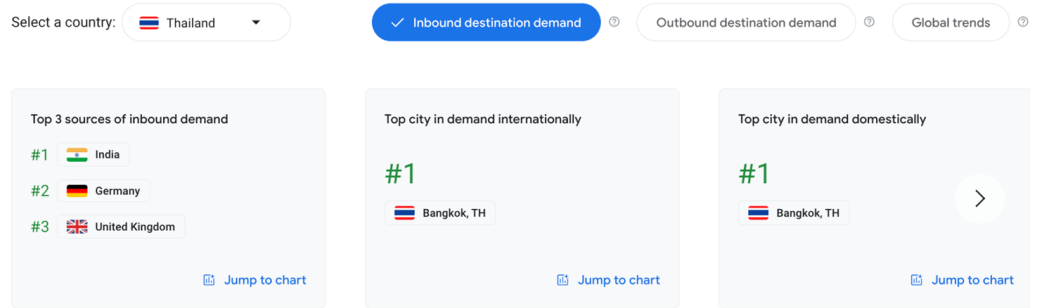
Destination Insights with Google

## Keep up with the latest travel trends

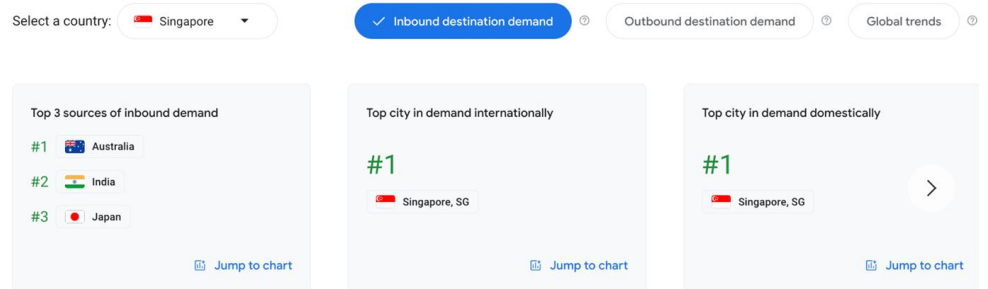
Smart business decisions rely on good insights. Keep your finger on the pulse of ever-changing global travel demand trends with actionable data, updated daily.

Check out some top insights for your country below, or use the filters to find the data most relevant to you.

## Top insights for your selected country



## Top insights for your selected country



# CHECK ANY OF YOUR COMPETITORS ADS ON GOOGLE

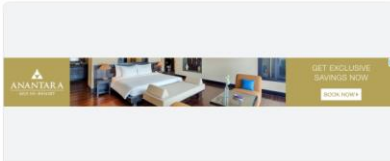
TOOL USED: GOOGLE ADS TRANSPARENCY CENTER

Any time - Show in Thailand - All formats - anantara.com X

Q All topics - https://www.anantara.com



eMarketingEye (Private) Limit...



eMarketingEye (Private) Limited



eMarketingEye (Private) Limit...



eMarketingEye (Private) Limited



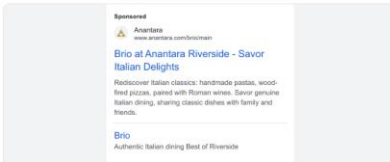
Minor Hotel Group Limited  
Verified



บริษัท ไมเนอร์ โฮเทล กรุ๊ป จำกัด  
Verified



Minor Hotel Group Limited  
Verified



Minor Hotel Group Limited  
Verified



eMarketingEye (Private) Limit...

Any time - Show in Singapore - All formats -

Q All topics - Search by advertiser or website name

## The Ascott Limited

Legal name: The Ascott Limited

Based in: Singapore

Advertiser has verified their identity

Sponsored

Discover ASR  
www.discoverasr.com

1/1 Farrer Park Singapore - Complete Your Booking Today

A place to connect, network, in our coworking spaces, whip up treats in the social kitchen

Book on official site

24/7 Wellness & Security

Year-Long 10% Off

#LiveWhere Promo

The Ascott Limited

Sponsored

discoverasr.com  
www.discoverasr.com/

### Serviced Apartments in Manila - Lowest Rates

Earn & redeem ASR points for Your stays. Get 30% off by linking Your Corporate Email Have a relaxing stay unwinding at our swimming pool, fitness corner, and...

The Ascott Limited

Sponsored

Ascott Makati  
www.discoverasr.com/ascott/makati

### Award Winning Hotel - Serviced Apartments in Makati

Earn & redeem ASR points for Your stays. Get 30% off by linking Your Corporate Email

The Ascott Limited

The Ascott Limited

Close to Yangtze River Delta

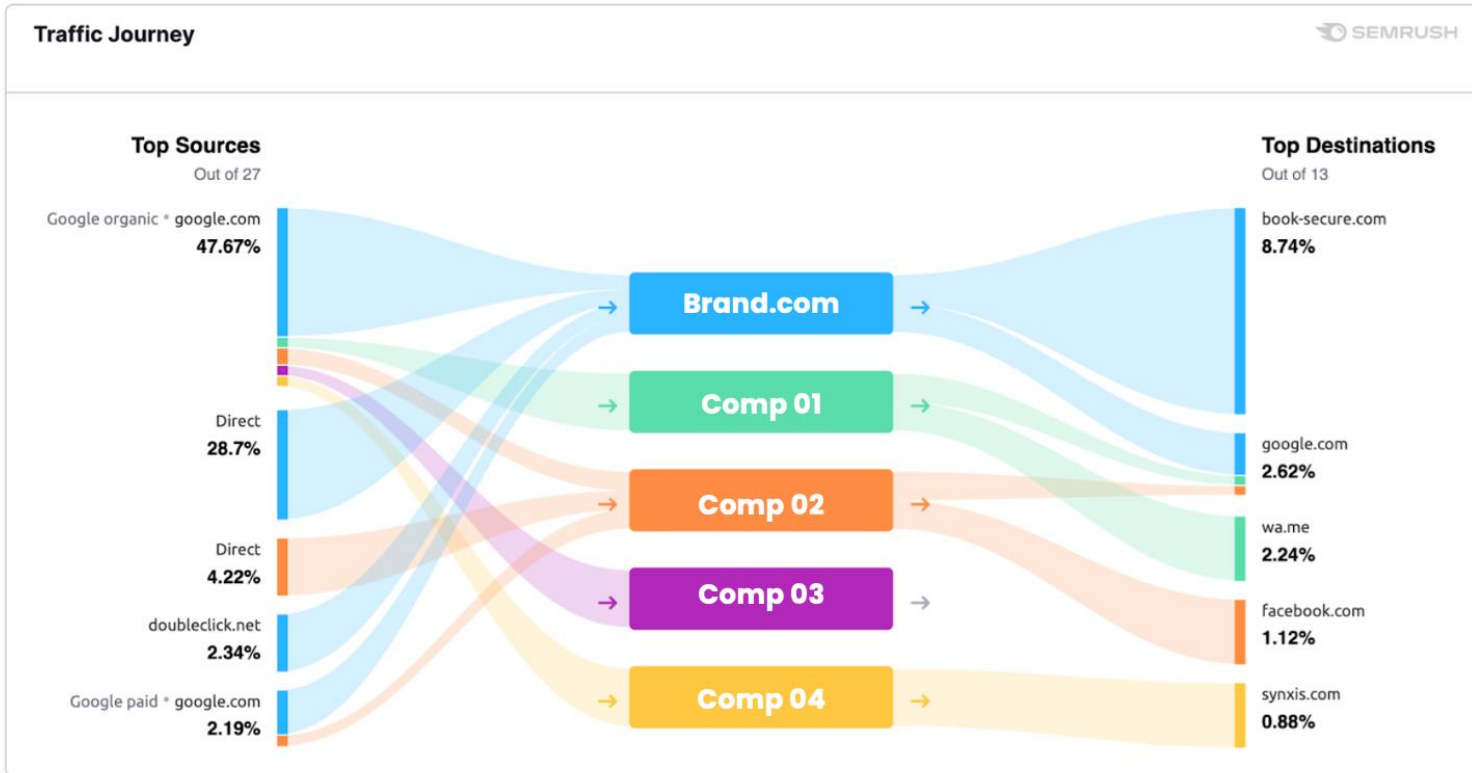
Explore a range of apartment types from Studio executive to 3-bedroom deluxe

Book Now

The Ascott Limited

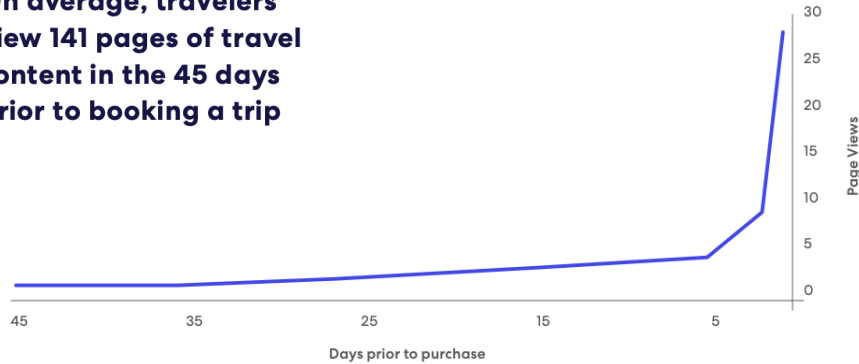
# PLATFORM TOOLS : TRAVEL CONTENT CONSUMPTION

TOOL USED: SEMRUSH



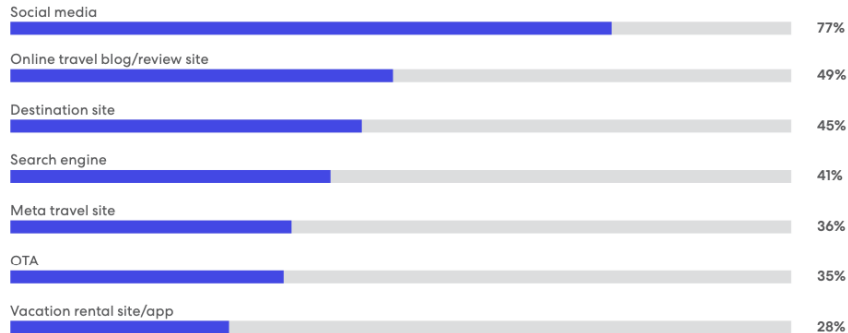
# RESEARCH REPORTS : TRAVEL CONTENT CONSUMPTION

**On average, travelers view 141 pages of travel content in the 45 days prior to booking a trip**

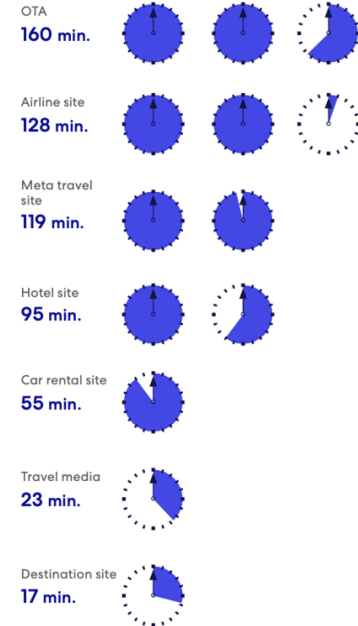


## Resources used for trip inspiration

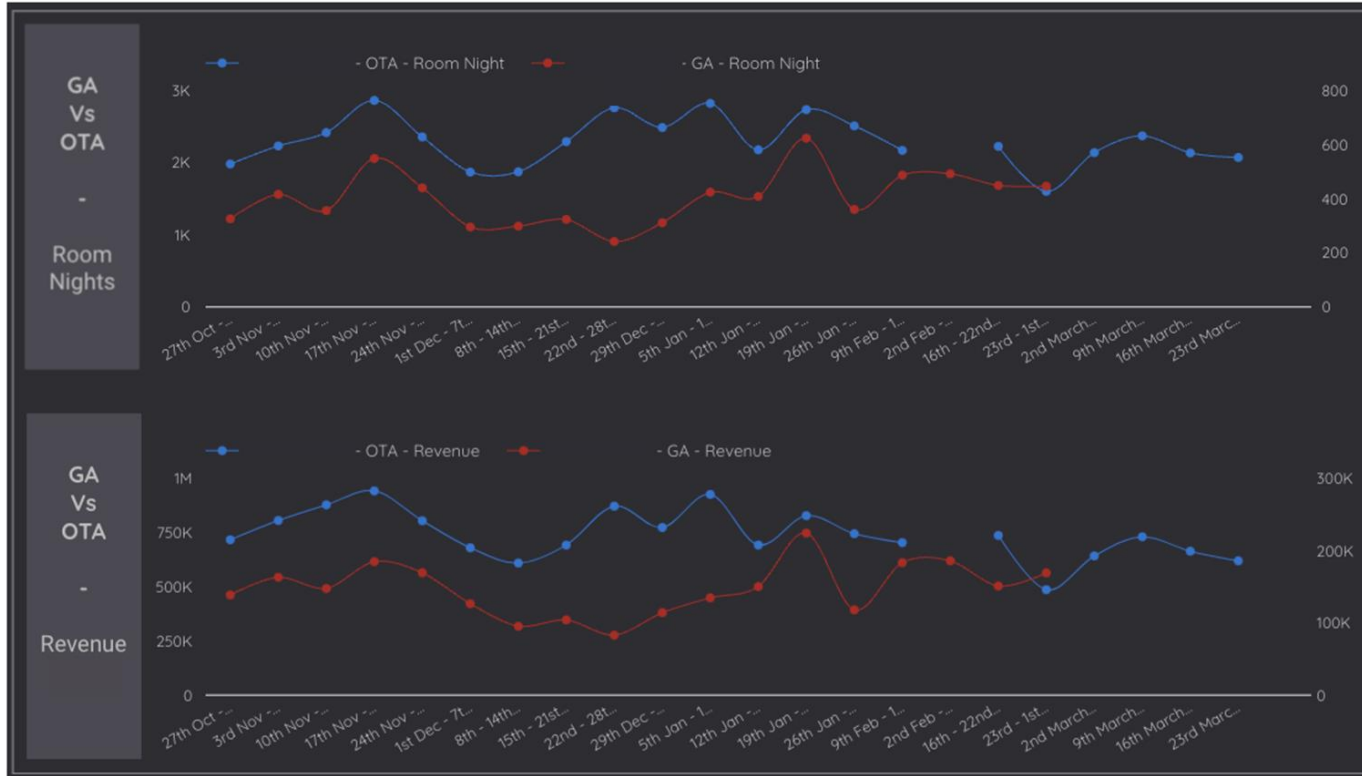
Throughout this early phase, travelers use and draw inspiration from multiple resources.



**On average, travelers consume 303 minutes of travel content in the 45 days prior to booking a trip**

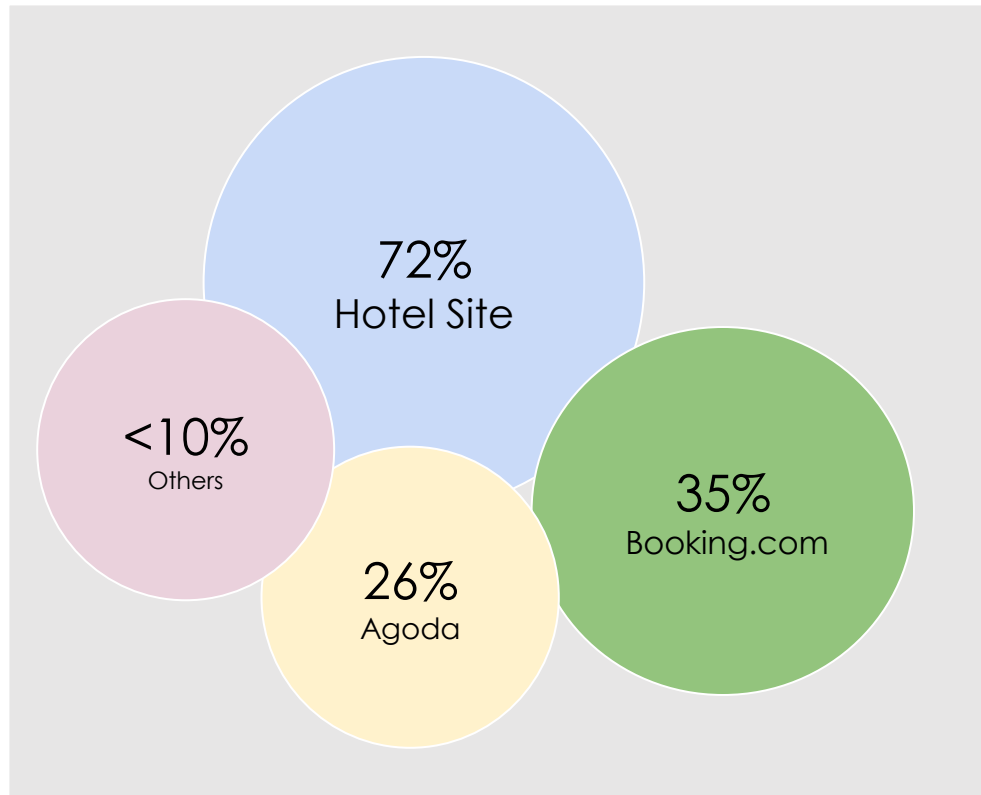


# ANALYSIS : BRAND.COM VS OTAS



## PLATFORM TOOLS : AD AUCTION INSIGHT

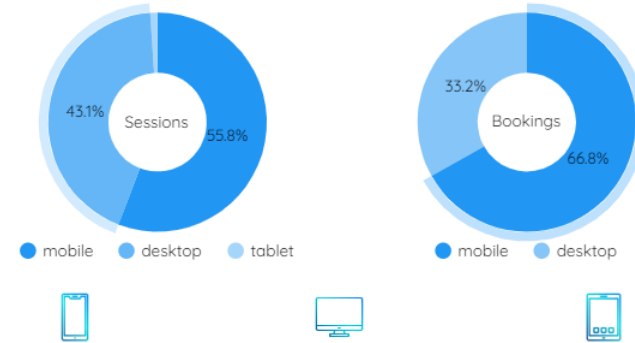
Display URL domain	↓ Impression share
You	72.31%
booking.com	35.84%
agoda.com	26.62%
viator.com	< 10%
trip.com	< 10%
klook.com	< 10%
getyourguide.com	< 10%



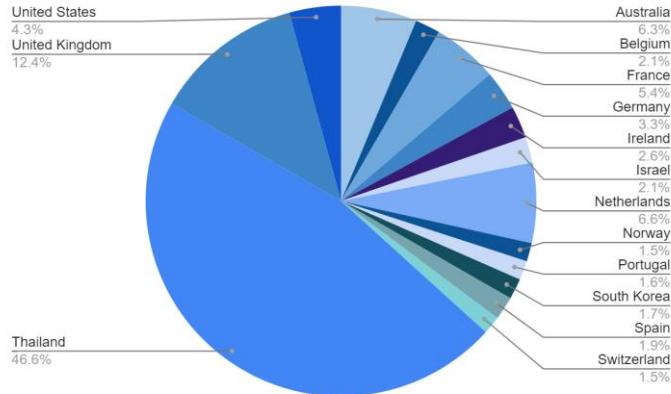
# PLATFORM TOOLS : YOUR WEBSITE CUSTOMER



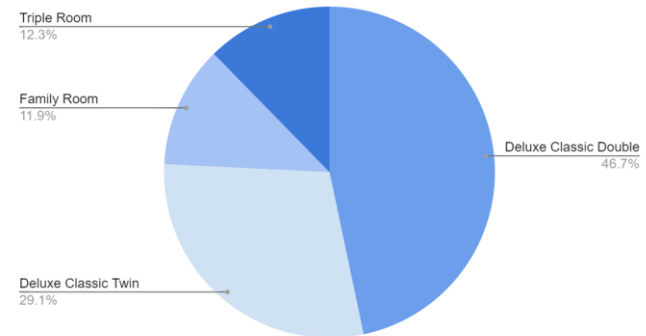
## Device Performance



## GEO Performance

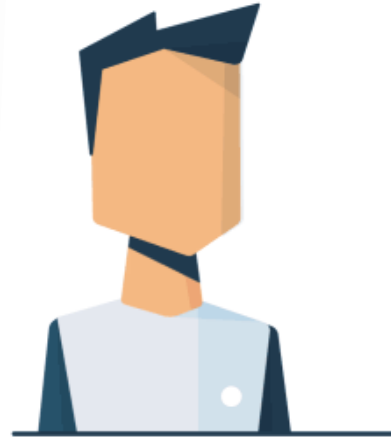
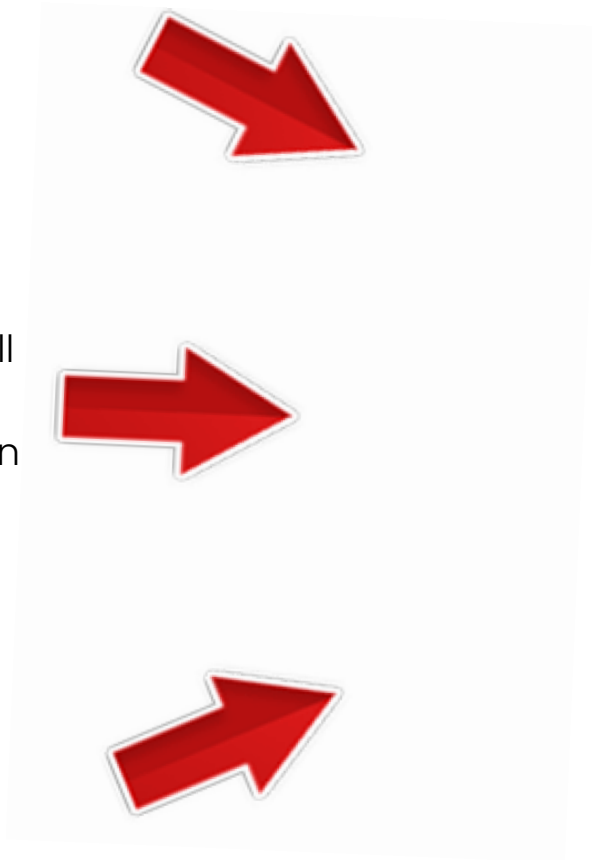


## Room Type/Offer Type



## MULTI SOURCE DATA STREAMS AVAILABLE

All these data sources will lead you to know more about your customer than anyone else



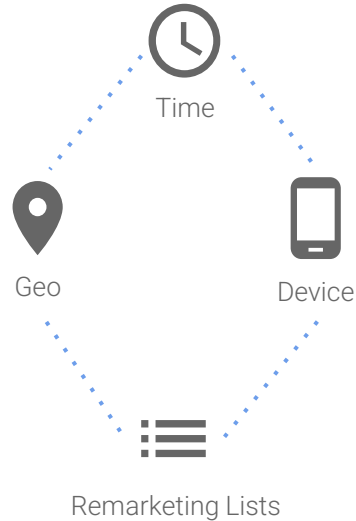


# USE THE DATA TO TARGET YOUR CUSTOMER : RIGHT TIME & RIGHT MESSAGE

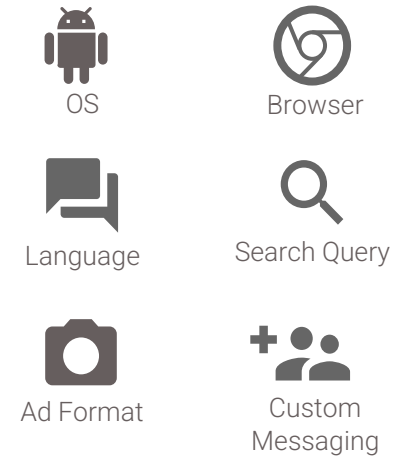
User-specific  
Approach



Combination  
Of signals



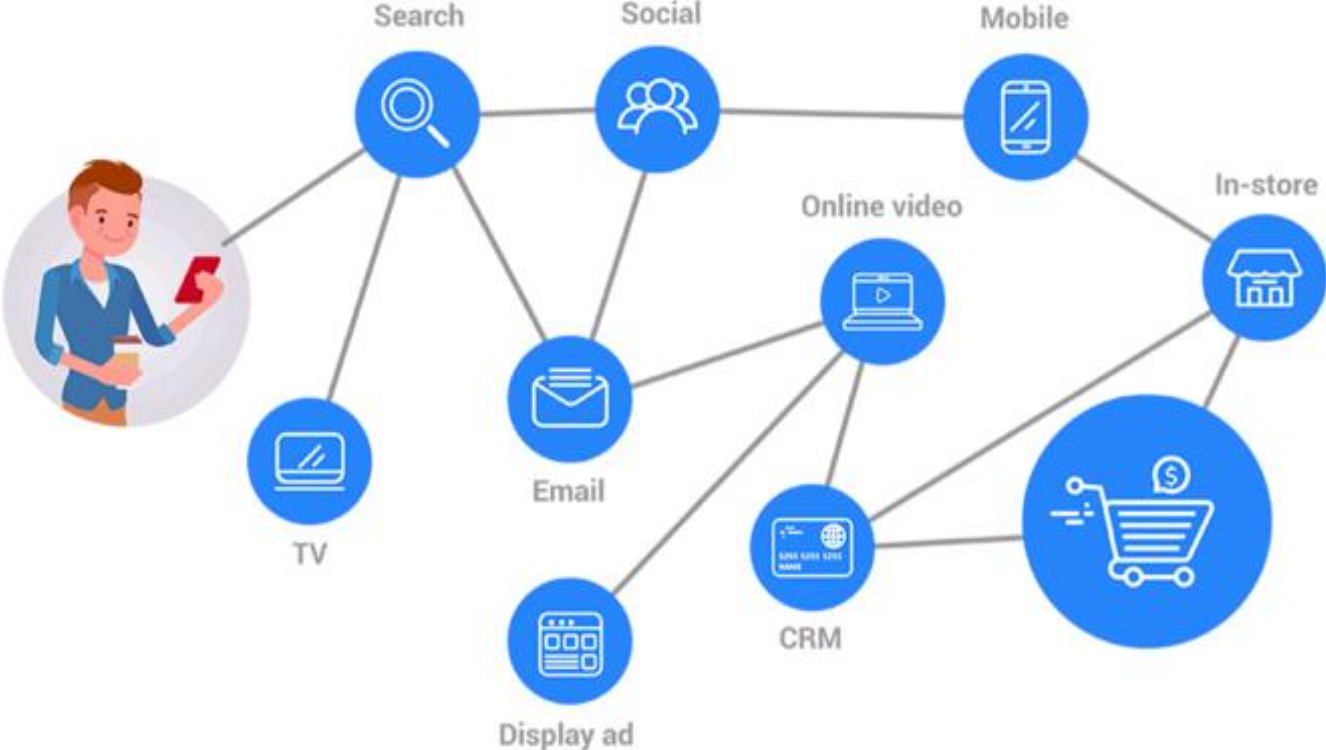
Exclusive  
Signals



# MULTI TOUCHPOINTS CUSTOMER JOURNEY

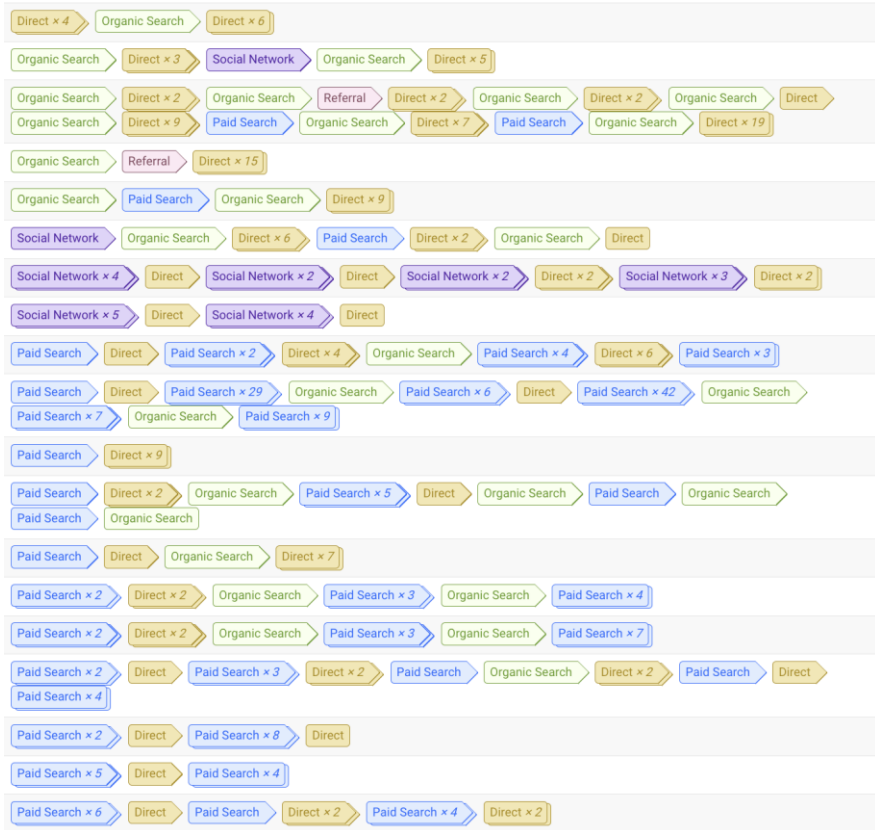


# MULTI TOUCHPOINTS CUSTOMER JOURNEY



# MULTI TOUCHPOINTS CUSTOMER JOURNEY

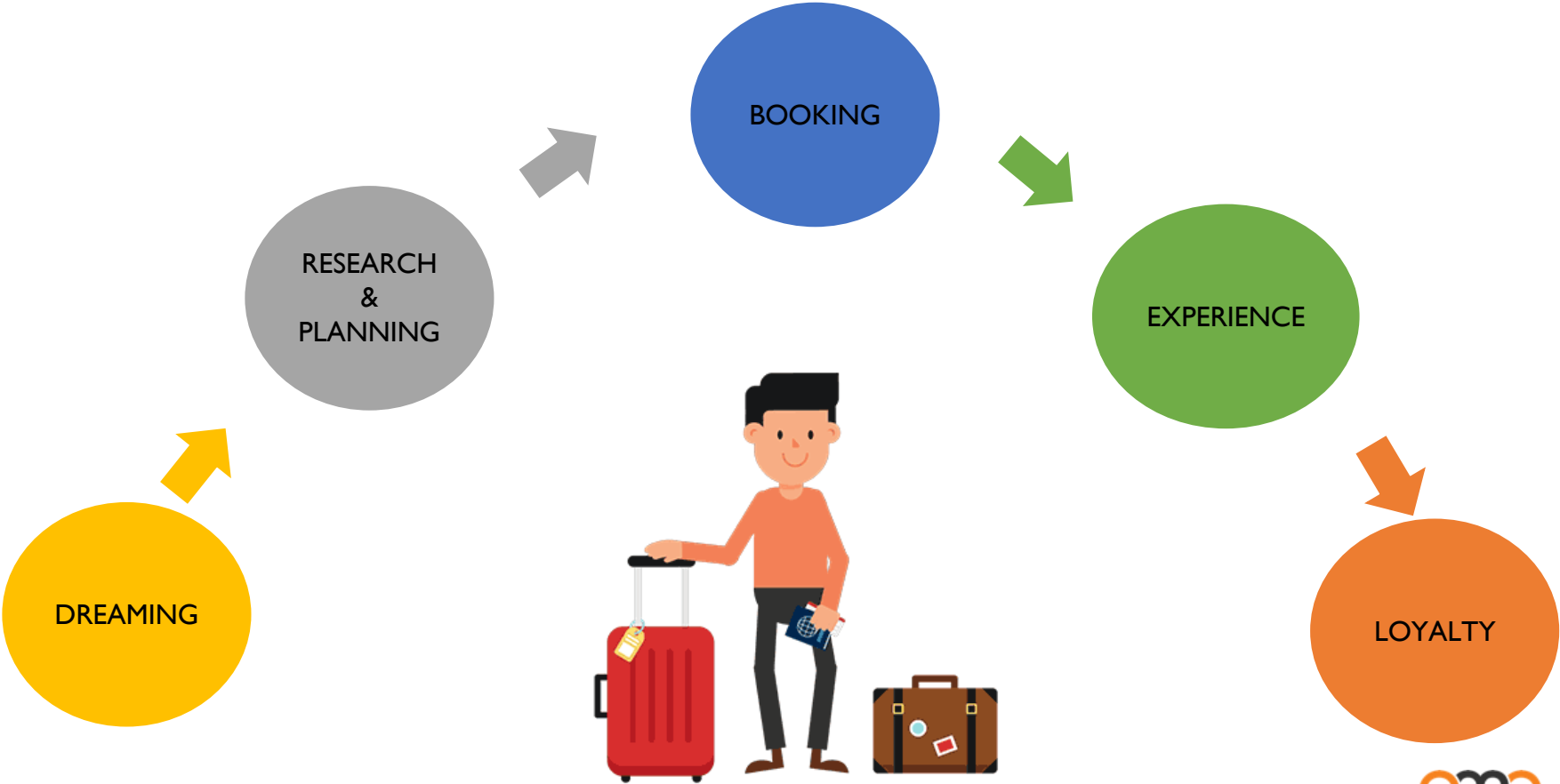
TOOL USED: GOOGLE ANALYTICS > TOP CONVERSION PATHS



More than **65%** of the bookings that were recorded in last FY has been interacted with at least 2 digital touchpoints.

Path Length in Interactions <sup>?</sup>	Conversions <sup>?</sup>	Conversion Value <sup>?</sup>	Percentage of total <span style="color: #0070C0;">■</span> Conversions <span style="color: #4F81BD;">■</span> Conversion Value
1	5,155	\$1,923,352.16	33.16% 34.39%
2	2,953	\$1,128,361.96	18.99% 20.17%
3	1,888	\$657,553.51	12.14% 11.76%
4	1,377	\$467,067.14	8.86% 8.35%
5	902	\$288,328.61	5.80% 5.16%
6	672	\$292,398.82	4.32% 5.23%
7	496	\$185,420.95	3.19% 3.32%
8	381	\$130,083.51	2.45% 2.33%
9	283	\$74,405.79	1.82% 1.33%
10	232	\$82,620.57	1.49% 1.48%
11	193	\$56,786.29	1.24% 1.02%
12+	1,016	\$306,496.49	6.53% 5.48%

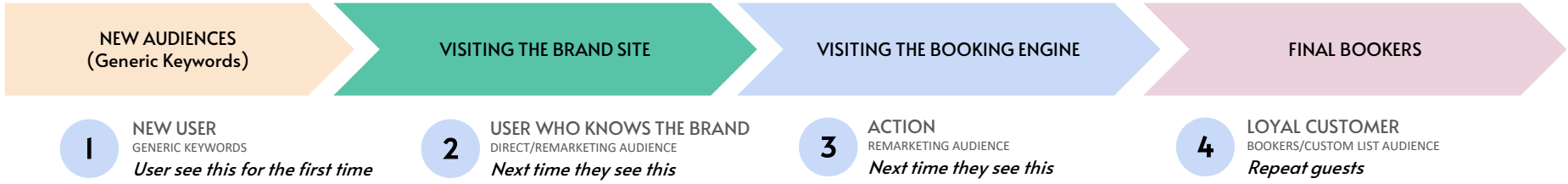
# MAP YOUR DIGITAL STRATEGY TO THE CUSTOMER JOURNEY





Today's customer journey can have between  
**20 - 500** touch points depending on the complexity of customer journey

**80%** of the Customers are more likely to purchase a product of service from a brand that provides a personalized experience



## What do we communicate?



# HYPER PERSONALIZATION PERFORMANCE

	CTR	INVESTMENT	BOOKINGS	CONV. RATE	REVENUE	ROAS
NEW VISITORS ( GENERIC)	8%	\$ 156,131	606	0.50%	\$ 520,968	3
VISITORS SEARCHING FOR BRAND	26%	\$ 1,073,149	21,682	1.83%	\$ 18,223,726	17
WEBSITE REMARKETING	24%	\$ 158,614	6,176	3.49%	\$ 4,284,857	27
IBE DROP OFF AUDIENCE	35%	\$ 18,196	1,069	5.20%	\$ 706,874	39



# GOOGLE FEATURED CARESTUDY



Google  
Featured Casestudy

MINOR  
HOTELS

Executed for the First Time  
in South East Asia

## Success of Performance Max for Travel Goals

**117%**  
Increase in  
transactions  
vs Control

**86%**  
Increase in  
Sales vs Control

**51%**  
CPA Improvement  
vs Control

**76%**  
Increase ROAS  
vs Control

**[SEA 1st]**  
Minor Hotels increases sales by 86% together with ROAS improvement of 76% with Performance Max for Travel Goals campaigns

Minor Hotels  
eMarketingEye Agency

**MINOR eme**  
eMarketingEye Agency

**117%**  
Increase in transactions vs Control

**86%**  
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**51%**  
CPA improvement vs Control

**76%**  
Increase ROAS vs Control

MINOR HOTELS | Google Ads

**About Minor Hotels**  
Minor Hotels is an international hotel chain from Bangkok, Thailand, operating hotels across Asia-Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas under the brands of Ascotia, Awaraz, Ewara, Collector, Oaks, M Hotel, M Collection, Prime Hotels, and Travel.

**The challenge**  
With a diverse portfolio and complexity of the campaign management structure, Minor Hotels always faces two major challenges:  
1: **Creative Excellence** - With numerous properties, creating Ad creatives with Excellent Ad Strength has always been a challenge as it requires heavy lifting in developing the creatives and also ensuring they are aligned as per the creative best practices.  
2: **X-Geo & Properties Performance** - Minor Hotels wanted to increase their ROAS at both overall campaign level and property level. Due to numerous properties hotel and different focused needs, setting up unique campaigns for each property is a highly optimization more complex.

**The approach**  
eMarketingEye worked in close collaboration with Google and proposed Minor Hotels to test out Performance Max for Travel Goals campaigns, so that the Brands could easily create property-specific asset groups and increase their performance with Google Ads.  
With Per Property Reporting in Performance Max for Travel Goals, the Brands were able to optimize the campaigns to achieve higher ROAS by recommending Strategic Audience and Budget optimizations.

**The results**  
Minor Hotels achieved below results:  
• Increase in number of Sales by 117%  
• Increase in Sales by 86%  
• Lower CPA by 51%  
• Increase in ROAS by 76%

**“Our 3rd-Party digital strategists after the pandemic are quite complicated to serve the different needs of accuracy, regional, & property level. The new Performance Max for Travel Goals campaign, specifically designed for travelers, come out with the agility and flexibility to target different campaign goals, allowing the machine learning to optimize and achieve the overall campaign objective and the property level’s KPIs.”**  
—Suzanne Tanthabula, Senior Director of e-Commerce & Digital Advertising, Minor Hotels

**“With the recent successful campaigns we’ve run using Performance Max by Google Ads, we were really excited to be part of testing their new campaign type ‘Performance Max for Travel Goals’ which is specially designed for hospitality clients. Our first Performance Max for Travel Goals campaign with Minor Hotels enabled the Ascotia and Awaraz brands to split their performance goals significantly by achieving more at every bookings and over 76% increase in ROAS.”**  
—Rajtha Dhanarajulu, CEO eMarketingEye

\*Campaign Aug 22 - Oct 24 2022 | Test period Oct 23 - Oct 31 2022

## KEY TAKEAWAYS

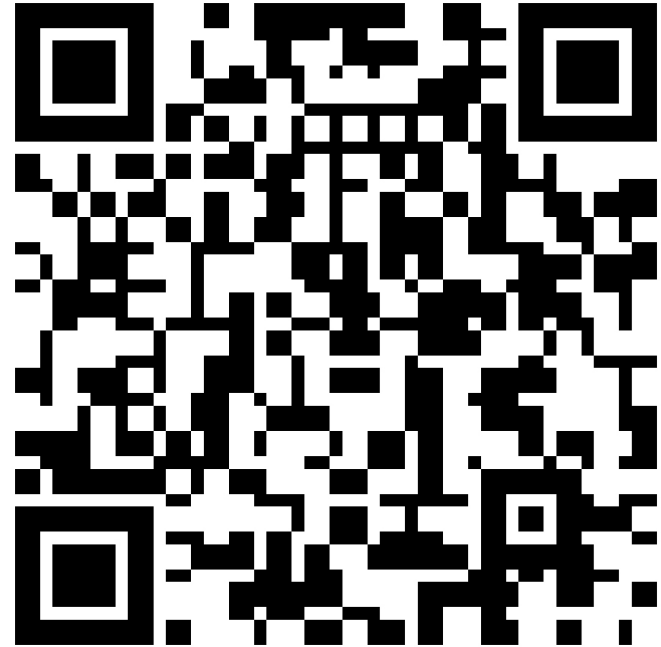
1. **Direct bookings** are crucial for a hotel's success, offering higher profitability and customer loyalty
2. **Understanding your customers** Utilize data to gain deep insights into guest preferences, behavior, and needs.
3. **Data is everywhere**, Use these sources to gather valuable information about your guests.
4. **Data is a gold mine** waiting to be tapped. Recognize its value and leverage it to make informed decisions and improve your marketing strategies.
5. **Personalization is key**. Use data-driven insights to tailor your offerings and marketing messages to individual guests, enhancing their experience and loyalty.
6. **Targeted marketing campaigns** can significantly improve your booking conversions. Use data to identify and reach your target audience effectively.
7. **Learn from success stories** Learn, experiment and learn again



DOWNLOAD LATEST CASE  
STUDIES



THANK YOU!





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