

Welcome to the webinar

The Price Comparison Widget: a strategy to boost your direct channel performance by up to 32%

Thursday, 21 March, 16:00 CET



Your hosts today



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Before we get started



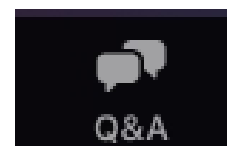
We'll mute everyone

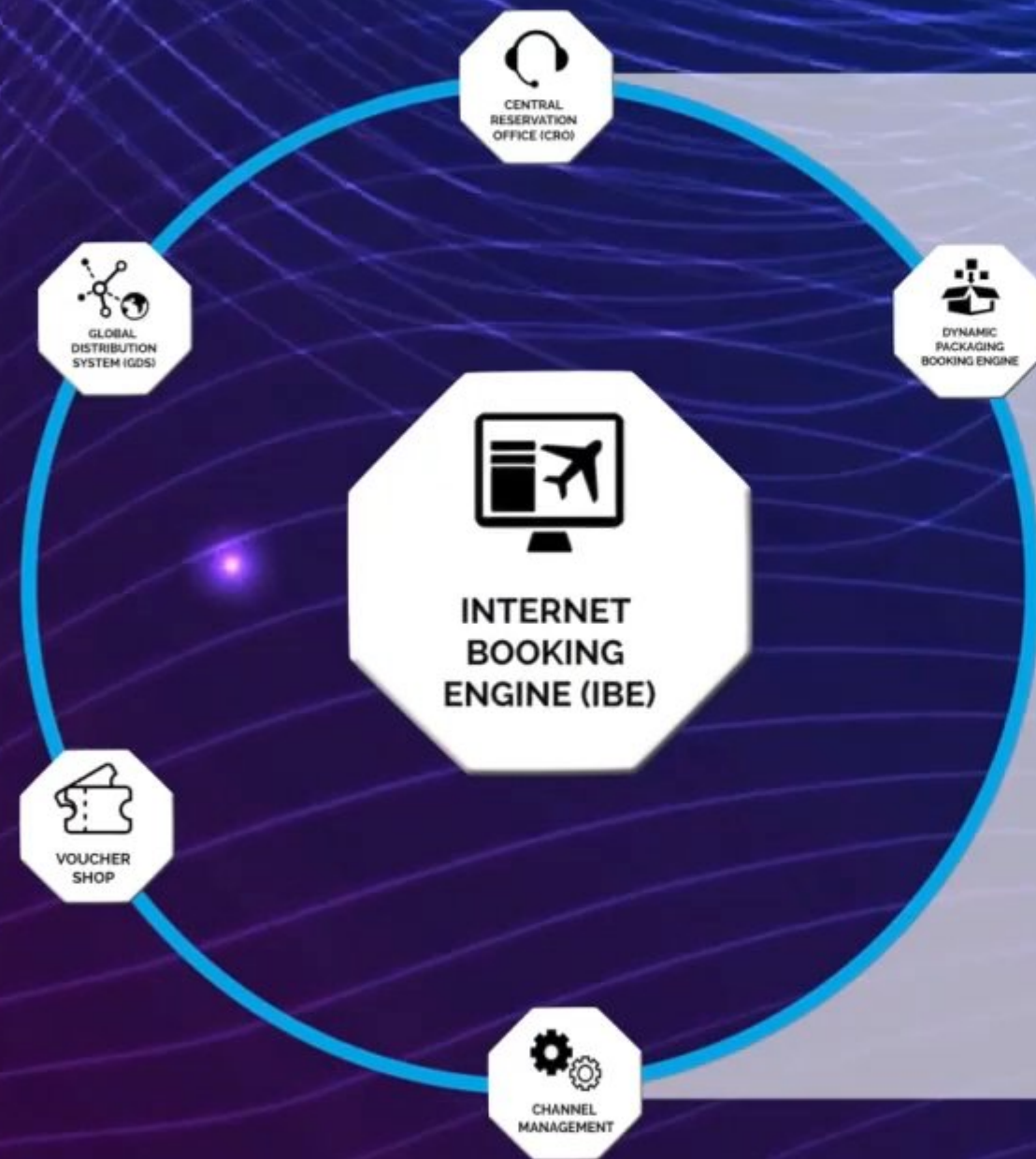


Please use the Q&A tab to ask questions during the webinar



This webinar is being recorded and will be shared with all registrants





Sales & Reservations

Manage all your sales channels centrally and more efficiently at both group and property level



At Busy Rooms we focus on our core product and competence. Therefore, we partner with specialists like The Hotels Network when it comes to price parity as quality and functionalities are immensely important.

We aim to provide you with the best-in-class tools to efficiently manage your reservations and also personalise the user experience to drive more direct channel conversion.



What you'll learn today:

- What the **Price Comparison Widget** is, how to make the most of it
- How to allow your website visitors to compare prices across various booking channels, empowering them with valuable information on rates, availability, and booking conditions.
- How other **hotels** succeed with the Price Comparison Widget
- **Best practices** for optimizing this powerful tool to your advantage.
- Other **personalisation and conversion** features that boost your direct channel conversion



The leading growth platform for the direct channel

We are a global growth platform for hotels, serving 20k hotels worldwide.

By tailoring the user experience throughout the entire online booking journey, we boost conversion rates using a series of integrated tools such as smart notes, exit notes, price widget, among others, supported by the power of analytics, machine learning and AI.



Conversion

The huge opportunity...

98%

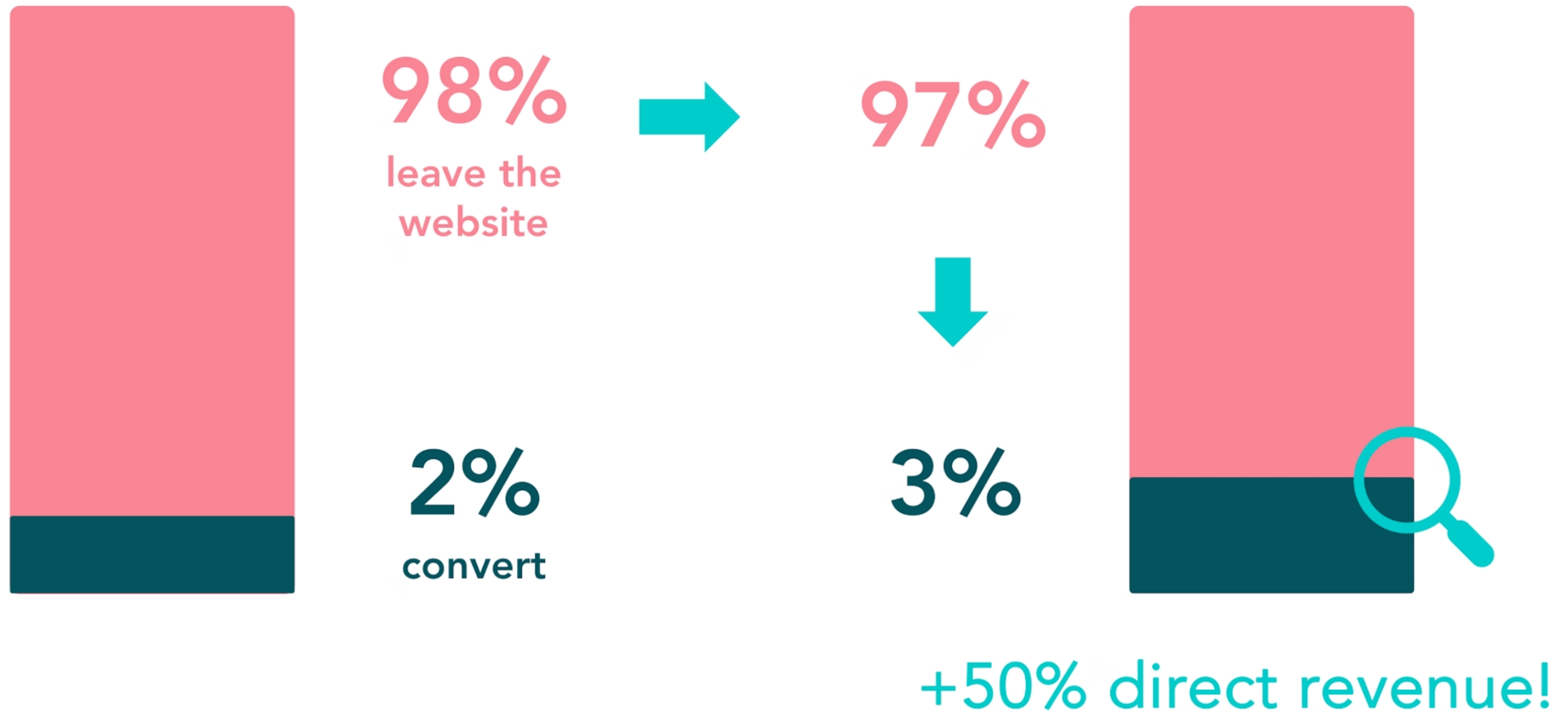
of hotel website traffic
doesn't convert

80%

of OTA bookers have
been to the hotel website

THINK
OUTSIDE
THE BOX

The huge opportunity...



Boosting website funnel conversion in three steps

1

The right hotel

Convince users that your hotel is the right choice for them by [providing social proof](#) and hand-selected [relevant reviews](#)

2

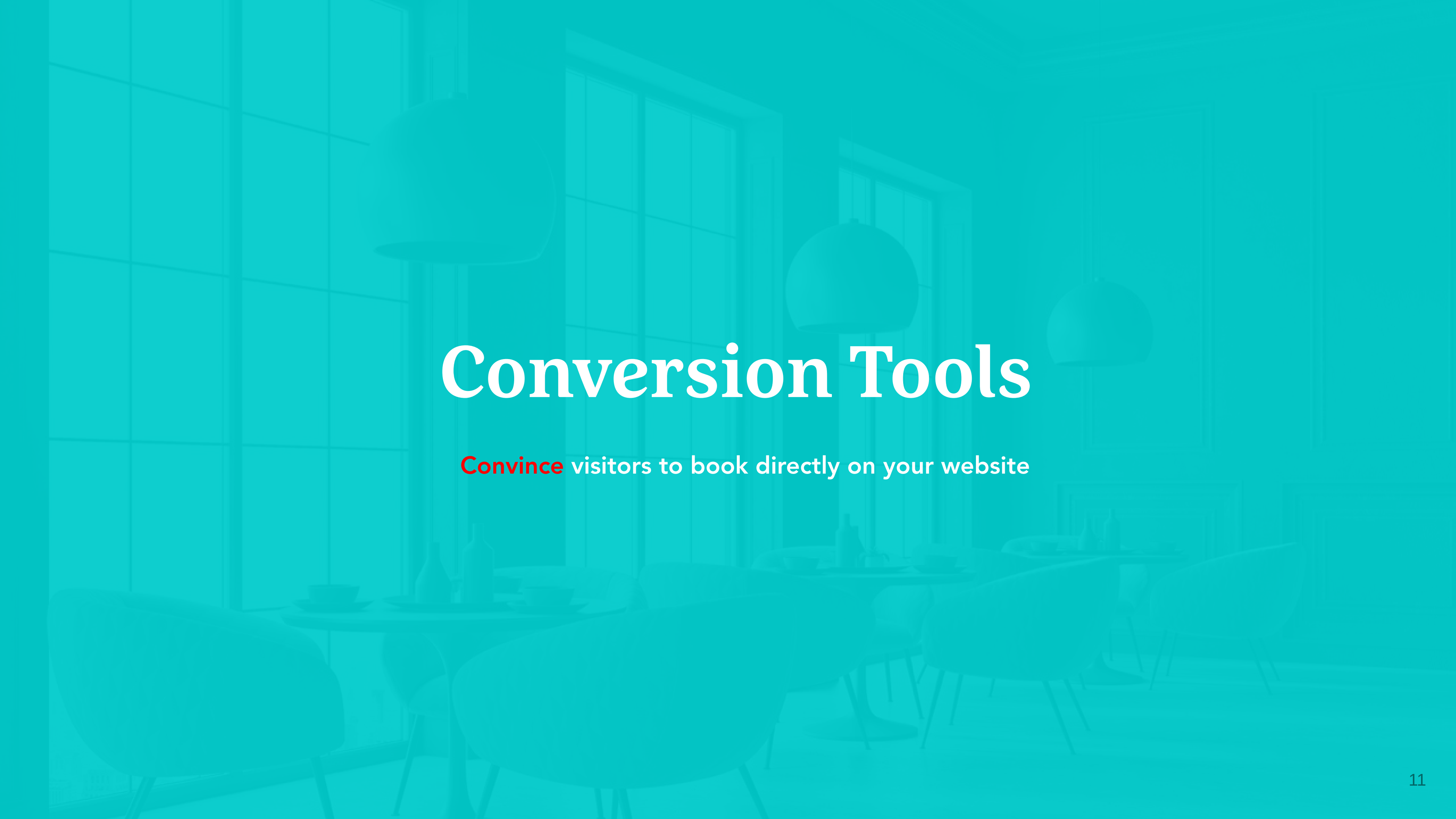
At the best price

Ensure visitors know you offer the [best available price](#) and highlight additional [direct booking benefits](#)

3

Now

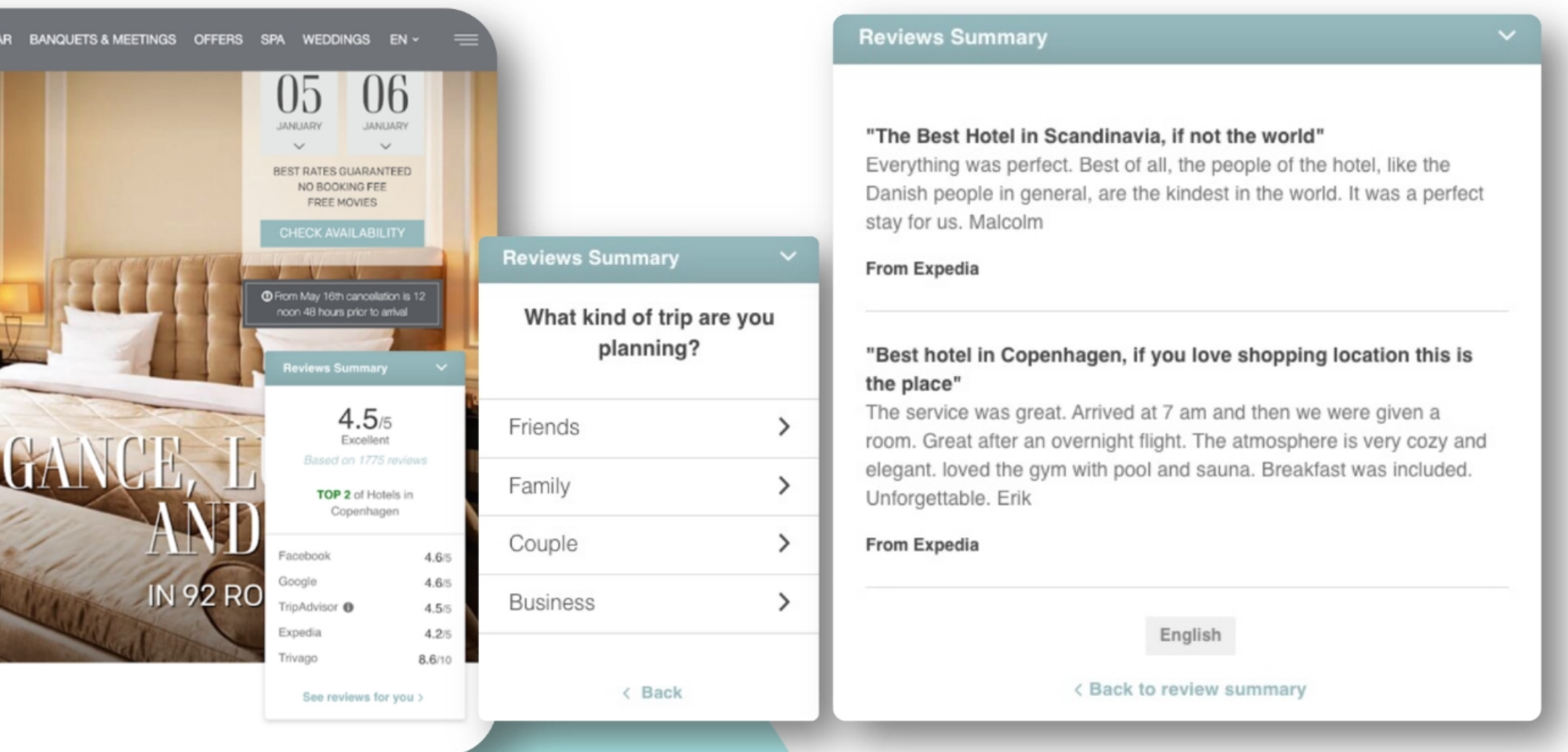
Encourage visitors to confirm their booking by [reducing friction](#) and creating a [sense of urgency](#)



Conversion Tools

Convince visitors to book directly on your website

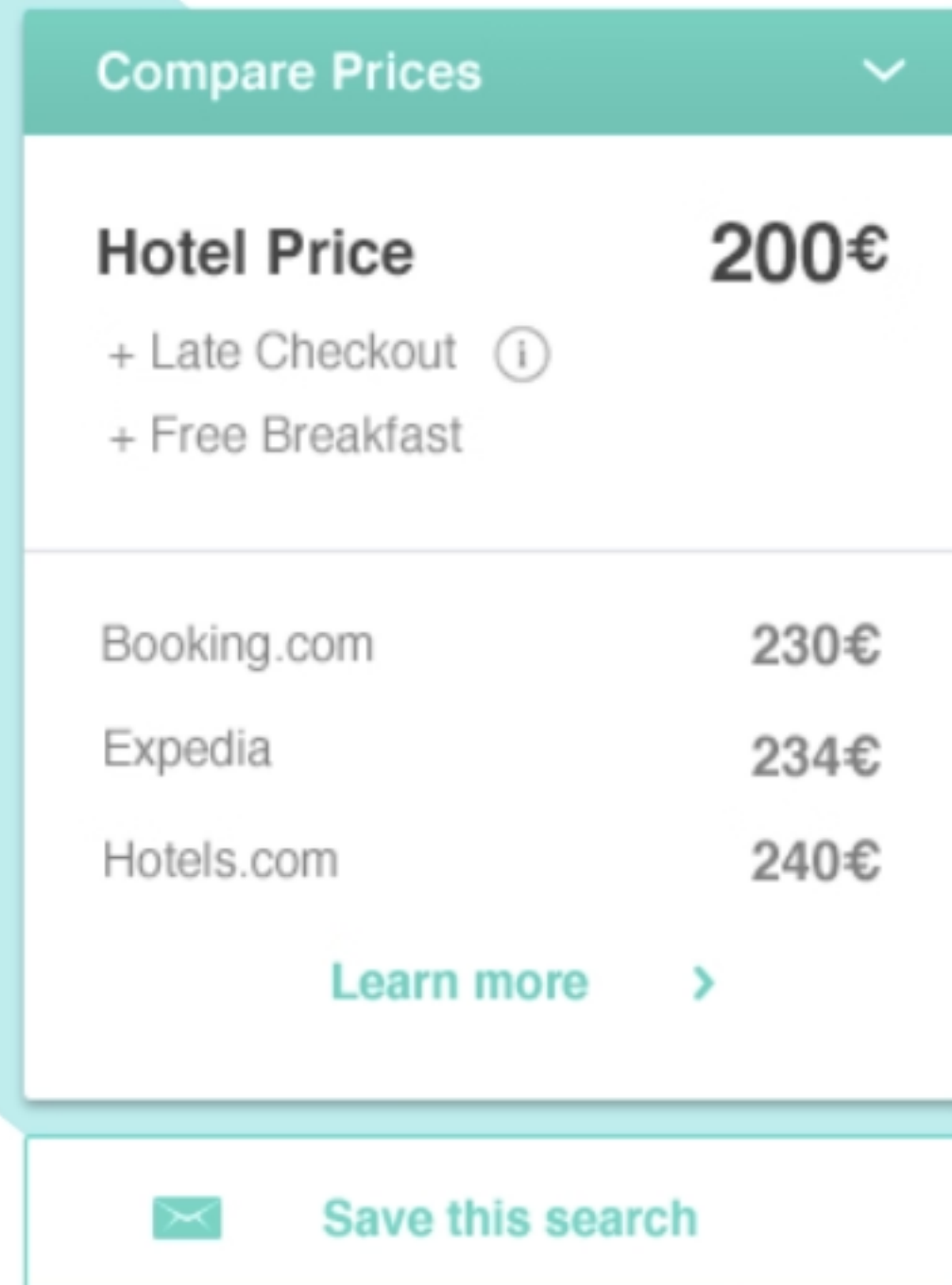
Reviews Summary: reassure and inspire trust



- Highly **visible** on homepage
- **Hand-selected** reviews
- Connected to all major reviews sites (and **fully customizable**)
- Categorized by **travel intent**: business, family, etc.
- Available in **multiple languages**



Price Comparison: the right price, always



The screenshot shows a 'Compare Prices' widget with a teal header and a white body. The header has a dropdown arrow. The body is divided into two sections. The top section shows the 'Hotel Price' as 200€, with additional perks: '+ Late Checkout' (with an info icon) and '+ Free Breakfast'. The bottom section is a table comparing prices from three OTAs: Booking.com (230€), Expedia (234€), and Hotels.com (240€). Below the table is a 'Learn more' link with a right arrow. At the bottom of the widget is a 'Save this search' button with an envelope icon.

Compare Prices	
Hotel Price	200€
+ Late Checkout ⓘ + Free Breakfast	
Booking.com	230€
Expedia	234€
Hotels.com	240€
Learn more >	
Save this search	

- [Real-time search](#) ensuring 100% accuracy on OTA and metasearch engines prices
- [Hide](#) OTAs and Metasearch engines when there is a price disparity and travel discrepancies
- Understands [tax configuration](#), no matter how prices are displayed
- Segment OTAs and Metasearch engines [by country](#), dynamically displaying the relevant ones in each local market
- Differentiate between [new users](#) and [loyalty customers](#)
- Add personalized [direct booking benefits](#) for each hotel
- Available in [any currency](#) and [20+ languages](#)
- In-widget "[Contact Us](#)" option in case users have questions

Why this Price Comparison?

Compare Prices 	
Hotel Price	200€
+ Late Checkout ⓘ + Free Breakfast	
Booking.com	230€
Expedia	234€
Hotels.com	240€
Learn more >	
 Save this search	

Real-time search: the only way to ensure OTA prices are always up-to-date

Dynamically display the **relevant OTAs** in each local market

Understands **any tax configuration**, no matter how the hotel or OTA display their prices

Hide/display OTAs when there is a price disparity

Display prices in **any currency**, in **29 languages**



Perfectly fit the look & feel of your website

HOME

ESTABLISHMENT

ROOM 1

CHECKOUT

PAYMENT

Fitzgeralds Woodlands House Hotel & Spa ****

ADARE, LIMERICK, , IRELAND

[ROOMS](#) | [IMAGES](#) | [MORE INFORMATION](#)

Original Irish Hotels

290€

Congratulations! You've found the best rate anywhere online.

Agoda

348€

Booking

348€

CHOOSE YOUR ROOM

DOUBLE SUPERIOR ROOM

ROOM DETAILS



Best Available Rate

Bed and Breakfast

[RATE DETAILS](#) | [VIEW DAILY RATES](#)

€350.00

☐

15 people have looked at this hotel today

TRIPLE SUPERIOR ROOM

ROOM DETAILS



Best Available Rate

Bed and Breakfast

[RATE DETAILS](#) | [VIEW DAILY RATES](#)

€470.00

☐

ONLY 5 LEFT

TOTAL

€290

YOUR ACCOMMODATION

FITZGERALDS WOODLANDS HOUSE HOTEL & SPA

CHECK IN

Wednesday, 22 November 2023

16:00

CHECK OUT

Friday, 24 November 2023 12:00

N° OF NIGHTS

2

YOUR ROOM

ROOM TYPE

Double Standard Room

RATE PLAN

Best Available Rate

MEAL PLAN

Bed and Breakfast

GUESTS

Adults: 2

TERMS & CONDITIONS

TOTAL PRICE

€290.00

CHANGE SEARCH!

AMEND YOUR CURRENT SEARCH OR START A NEW SEARCH.

WE ARE HERE TO HELP!

CONTACT US FOR SUPPORT.

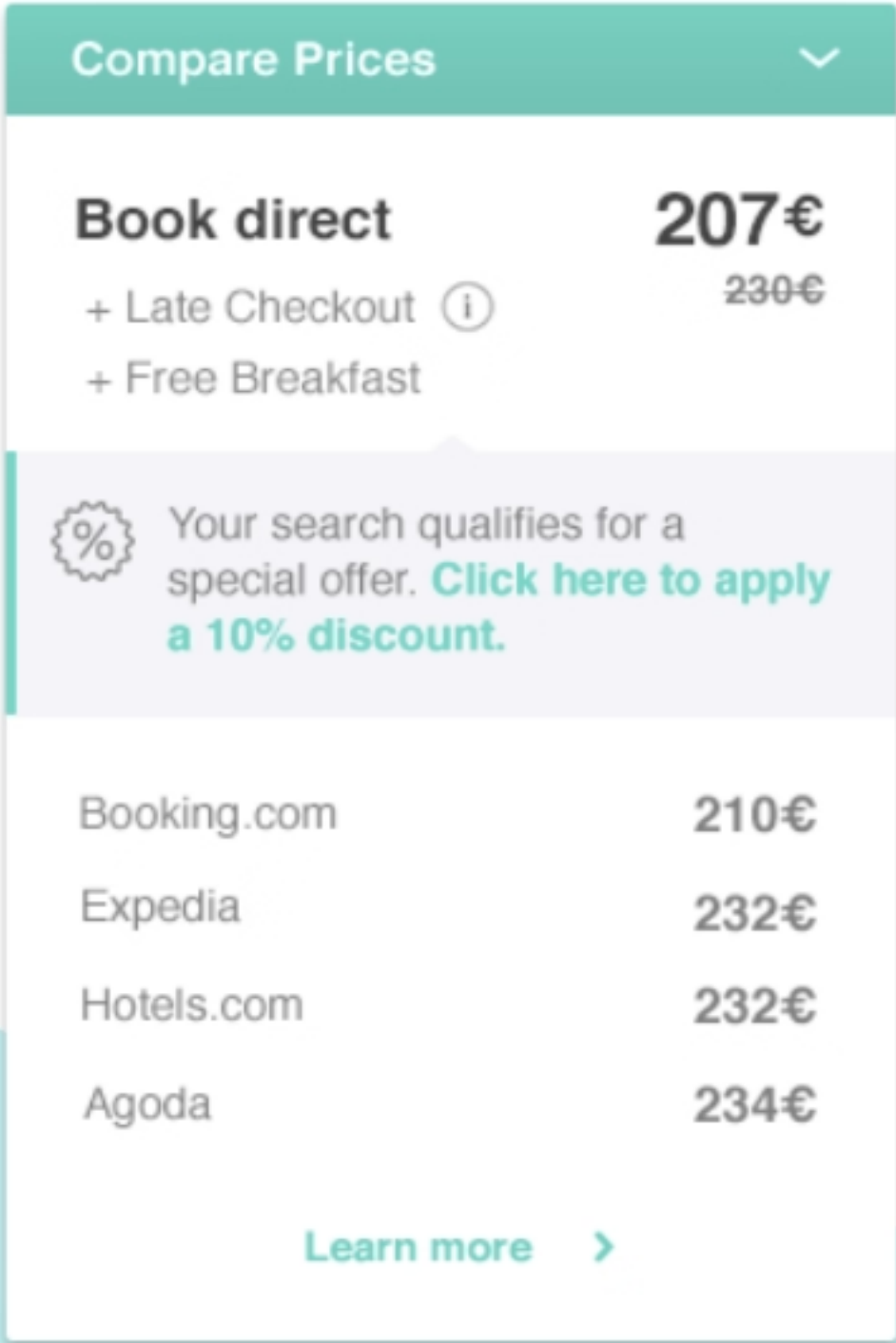
All prices are per trip and include all taxes, charges and fees, unless



Make the price comparison relevant to each market



Price Match



A screenshot of a hotel booking interface. At the top, a green bar says "Compare Prices" with a dropdown arrow. Below it, the "Book direct" price is 207€, with a crossed-out 230€ and two perks: "+ Late Checkout" and "+ Free Breakfast". A light purple banner below this states: "Your search qualifies for a special offer. Click here to apply a 10% discount." Below the banner is a table of competitor prices: Booking.com (210€), Expedia (232€), Hotels.com (232€), and Agoda (234€). A "Learn more" link with a right arrow is at the bottom. A red arrow points from the left towards the discount banner.

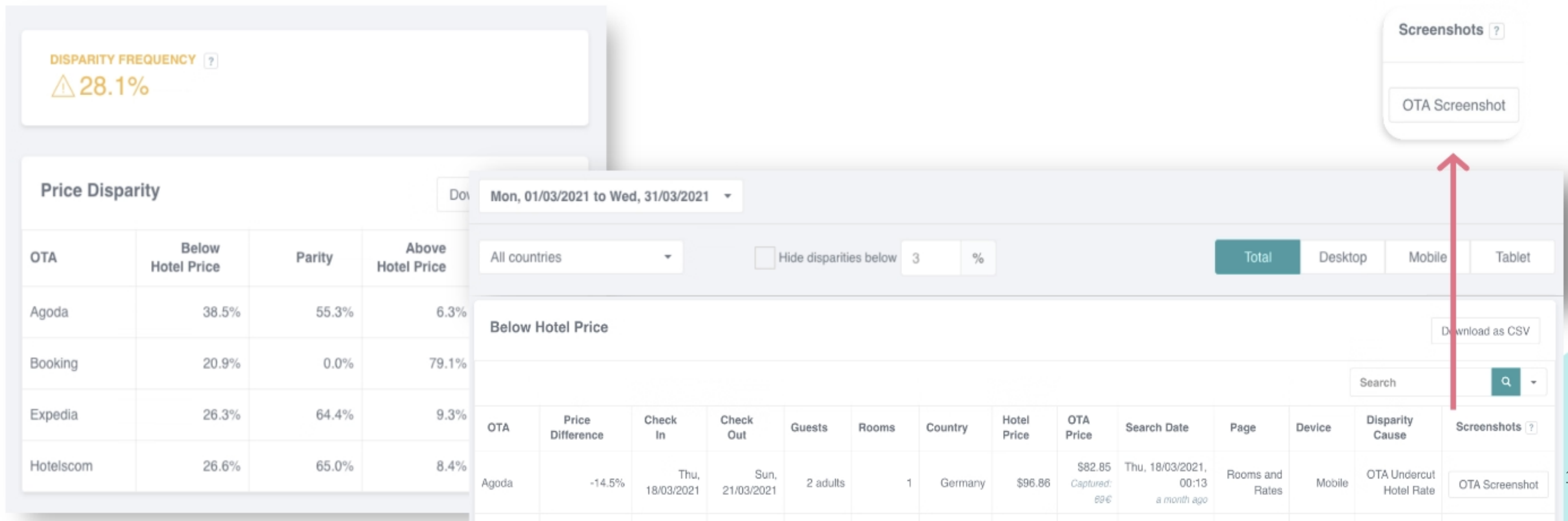
Provider	Price
Book direct	207€
Booking.com	210€
Expedia	232€
Hotels.com	232€
Agoda	234€

Fight disparities with **Price Match** - when OTAs or Metasearch engines undercut the hotel price, present users with an offer to match it.

- Select **which OTAs/Metasearch engines** to match against
- **1-Click**: discount applied automatically when the user clicks on the link (no need to show an actual promo code)
- Option to either match with a **price discount** or **additional perk**
- Set several **promocode ranges** to cover different disparities percentages
- Track conversion **results**

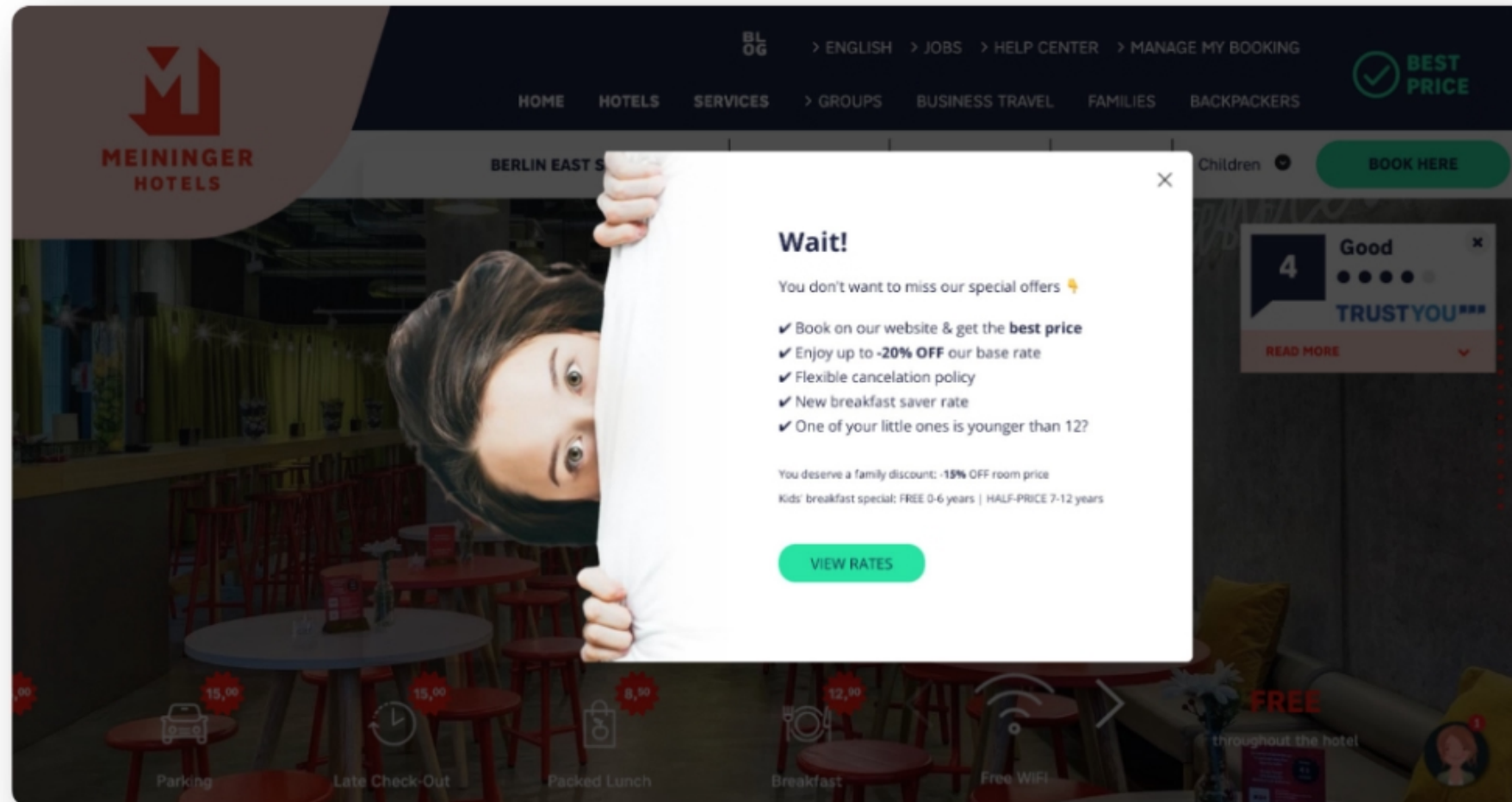
Disparity Analytics

- Track **OTA price disparities** in real time, down to the exact user search query
- Know when OTAs use **third-party rates**, like Booking.Basic, and receive **screenshots** for validation purposes
- Receive regular disparities reports by creating **email notifications** to support your revenue strategy

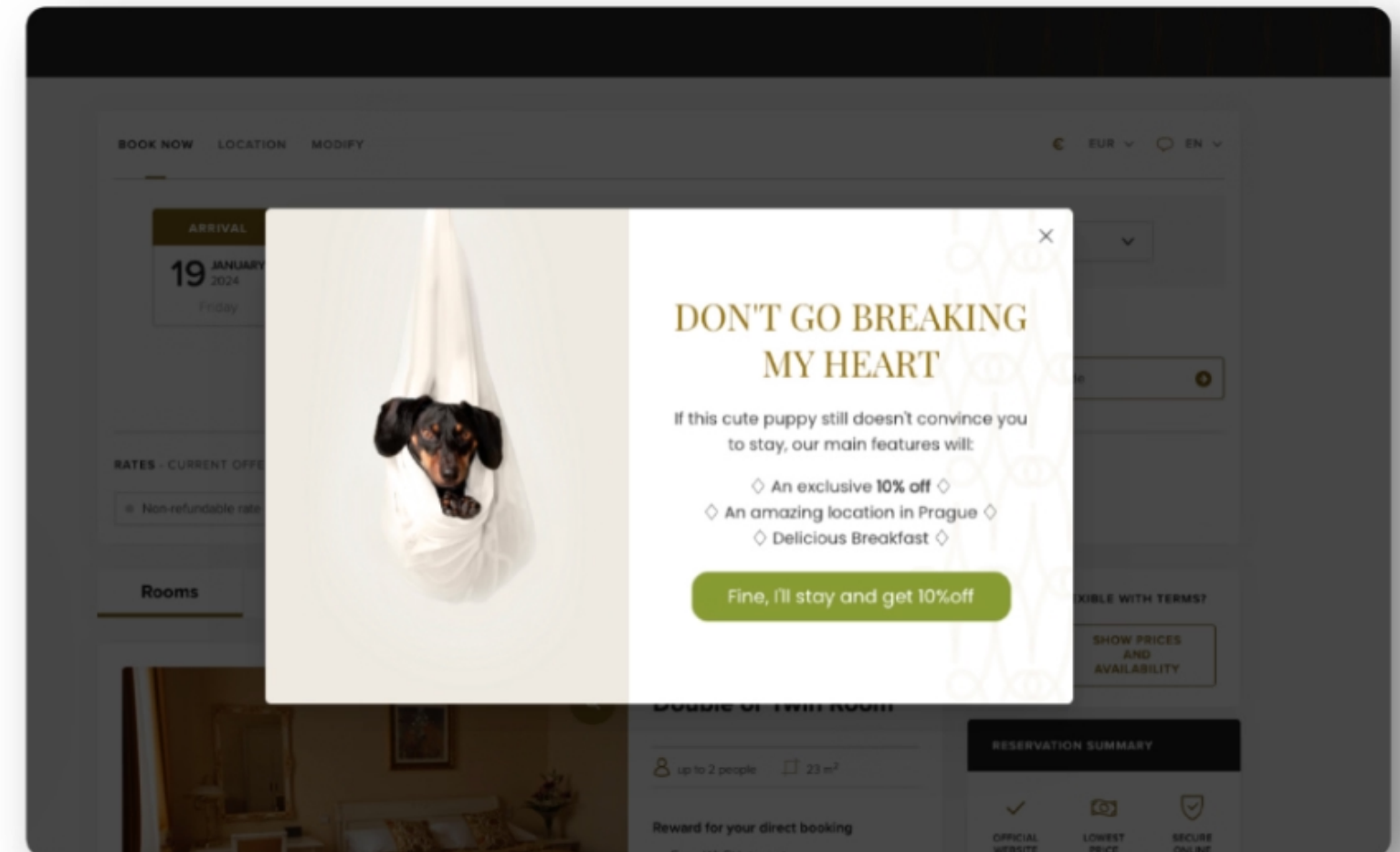


Exit Intent: Keep website visitors from leaving

Exit Intent highlighting direct booking perks with **eye-catching design**



Exit Intent highlighting direct booking perks with **playful image and message**

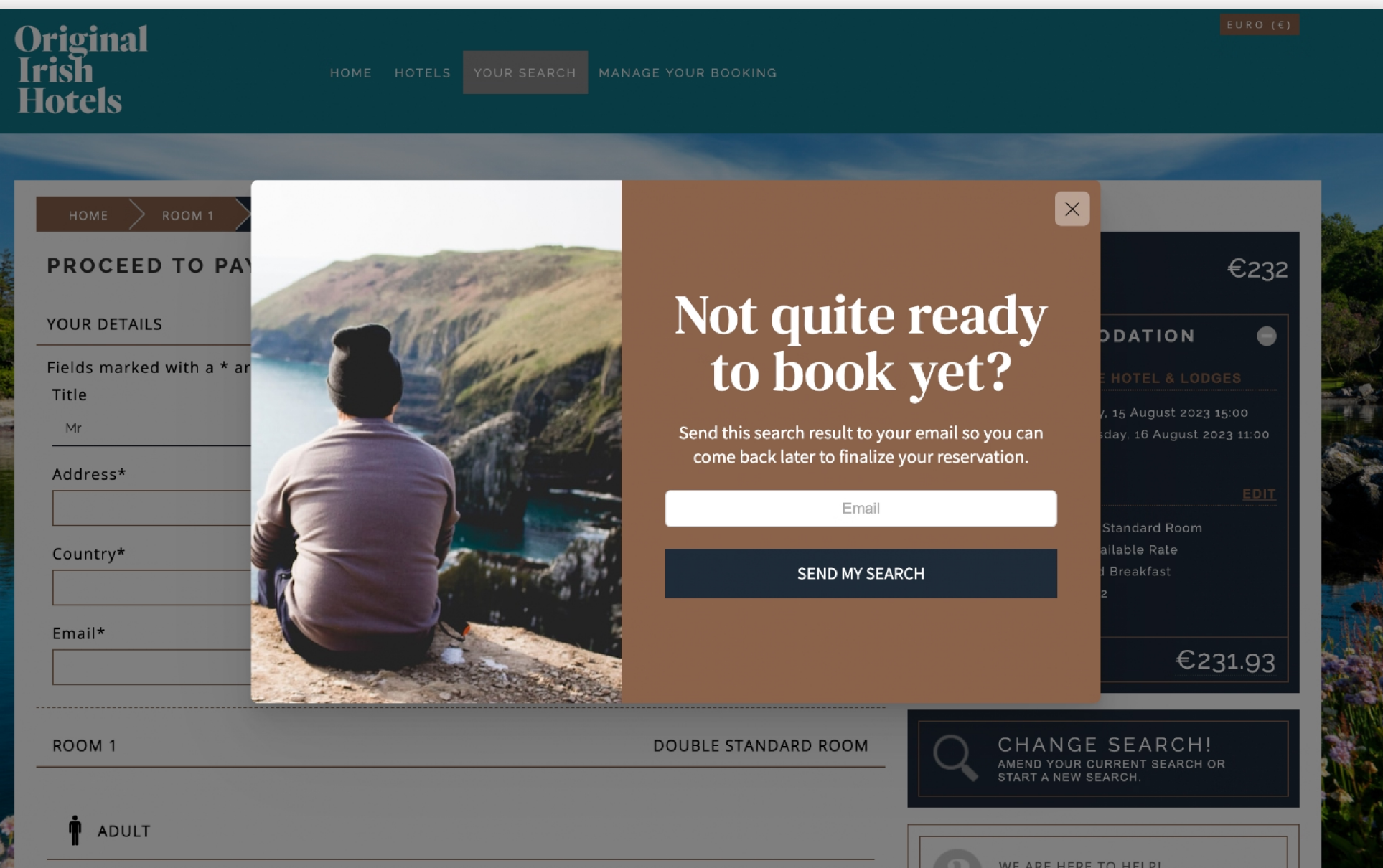


How does it work?

When visitors are about to abandon the website (moving their mouse cursor over the URL line of their browser), an **Exit Intent** immediately pops up grabbing their attention with a striking message to keep them from leaving.

Conversion

Saved Search



- Helps guests remember your hotel and share their searches with other travelers
- Customizable email including rates and perks
- Opportunity to send fenced offer with a promo code
- Can add terms and conditions to grow your email database
- Display it to users within an Exit message or below the Price Comparison

Help Them Remember Your Hotel by Sending Their Search to Their Inbox

CONFIRM YOUR STAY

FIRST NAME

LAST NAME

EMAIL

PHONE

ZIP/POST CODE

COUNTRY

CREDIT CARD NUMBER

SECURITY CODE

EXPIRATION DATE

MONTH

YEAR

NAME ON CREDIT CARD

VISA

MasterCard

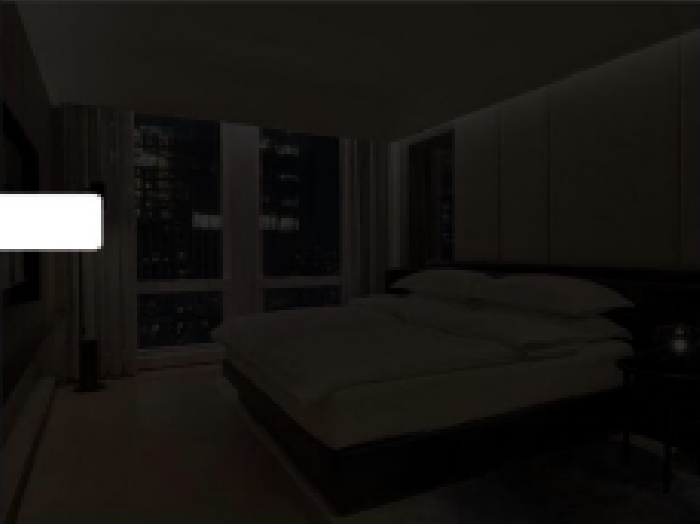
Discover

Amex

Send

STAY SUMMARY

EQUINOX HOTEL HUDSON YARDS NEW YORK CITY



ARRIVING: 05/19/2023
DEPARTING: 05/25/2023
RATE TYPE: BEST AVAILABLE FLEXIBLE RATE
ADULTS: 2 CHILDREN: 0

Let's Chat!

Save your search

Send this search result to your email and complete your booking later!

Your email

Terms & Conditions



Here's your recent hotel search



Equinox Hotel New York

New York

We're delighted you're considering Equinox Hotel for your stay in New York. Complete your reservation by clicking Book Now below. We look forward to welcoming you.

Best Price

Wed, 10/5/2022 to Fri, 10/7/2022

\$978

per night

Best Available Rate Guarantee

Flexible Cancellation

Book Now

For more information please click here to contact Equinox Hotel New York

Room availability and prices are subject to change. Complete your reservation as soon as possible to keep this low price.



Personalization

Customise the web experience for every visitor

The importance of personalization



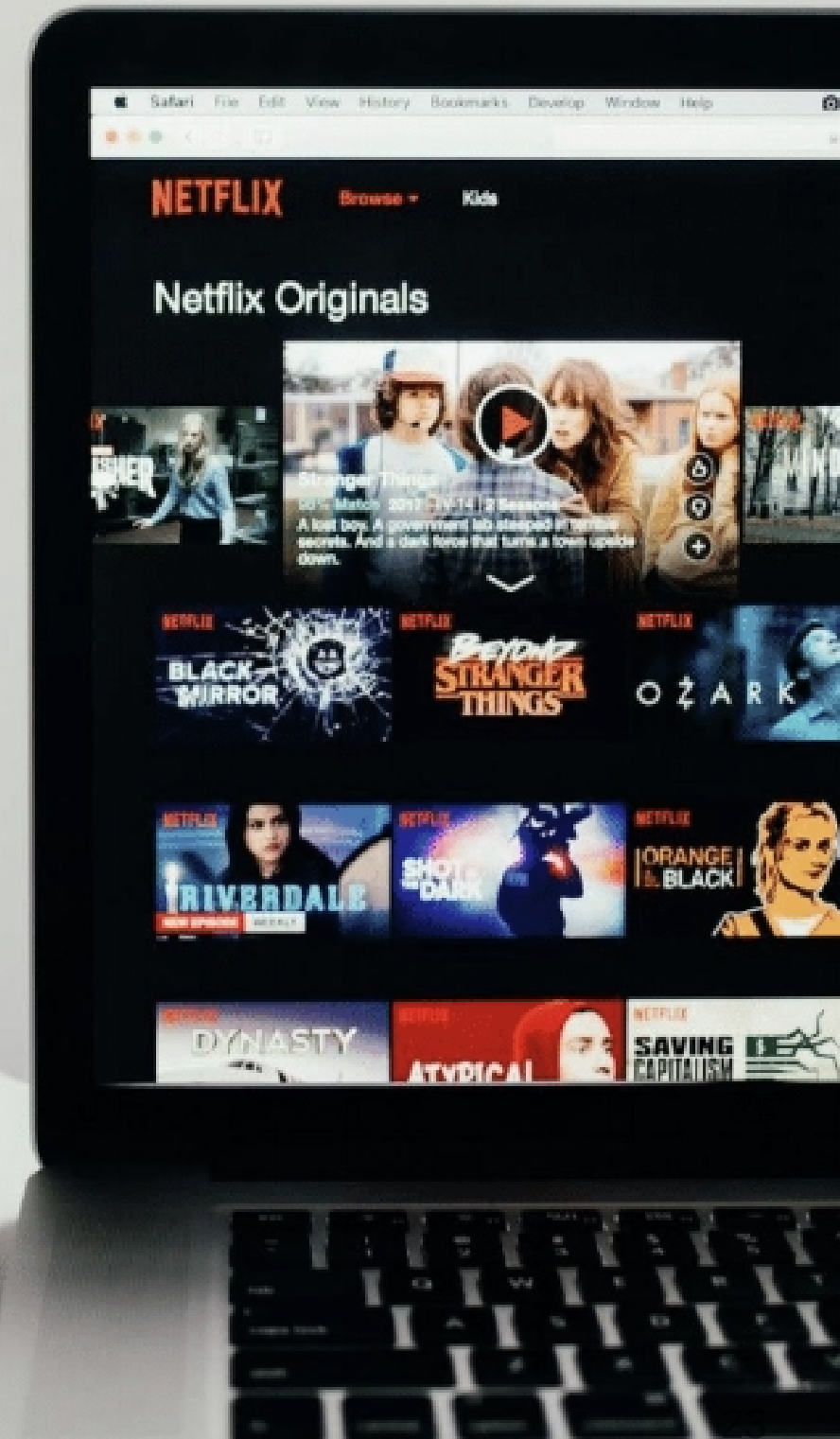
91% of consumers are more likely to shop with brands who recognize, remember, and provide them with **relevant offers and recommendations**.

 **accenture**



67% of first time buyers give importance to **tailored messaging according to their needs** and triggered actions based on their **behavior**.

McKinsey & Company



Predictive Personalization: an extra push to conversion



Behavioral Targeting: advanced audience creation



Timing

- Date range
- Days of the week
- Time of day
- Timezone



Demand



- Stay dates (**specific date** or range)
- **Stay days of the week**
- Release (Early bird, Last-minute, Custom)
- Length of stay
- Booking value and availability



Travel Party



- **Number of adults**
- **Number of children**
- **Number of rooms**



Visitor Profile

- Location (country, state or city where the user is located)
- Source (TripAdvisor, Google, Instagram, custom domain, etc.)



Visitor Behavior



- Visitor status (members vs. non-members)
- **Previous interactions**



Custom Targeting

- Device (mobile, desktop or all devices)
- URL variables - build your own based on URL variables
- CRM - custom targeting based on your datalayer variables



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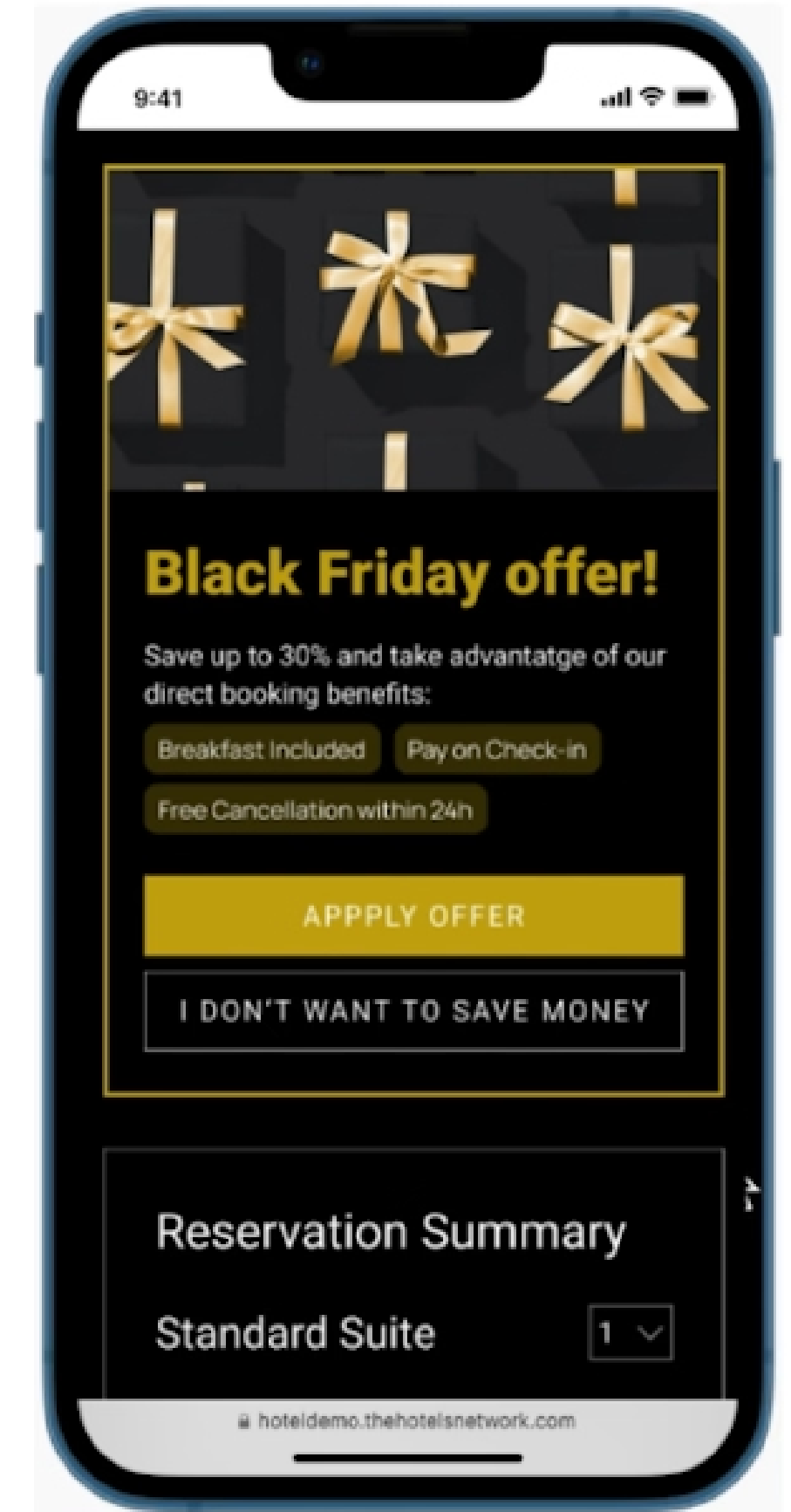
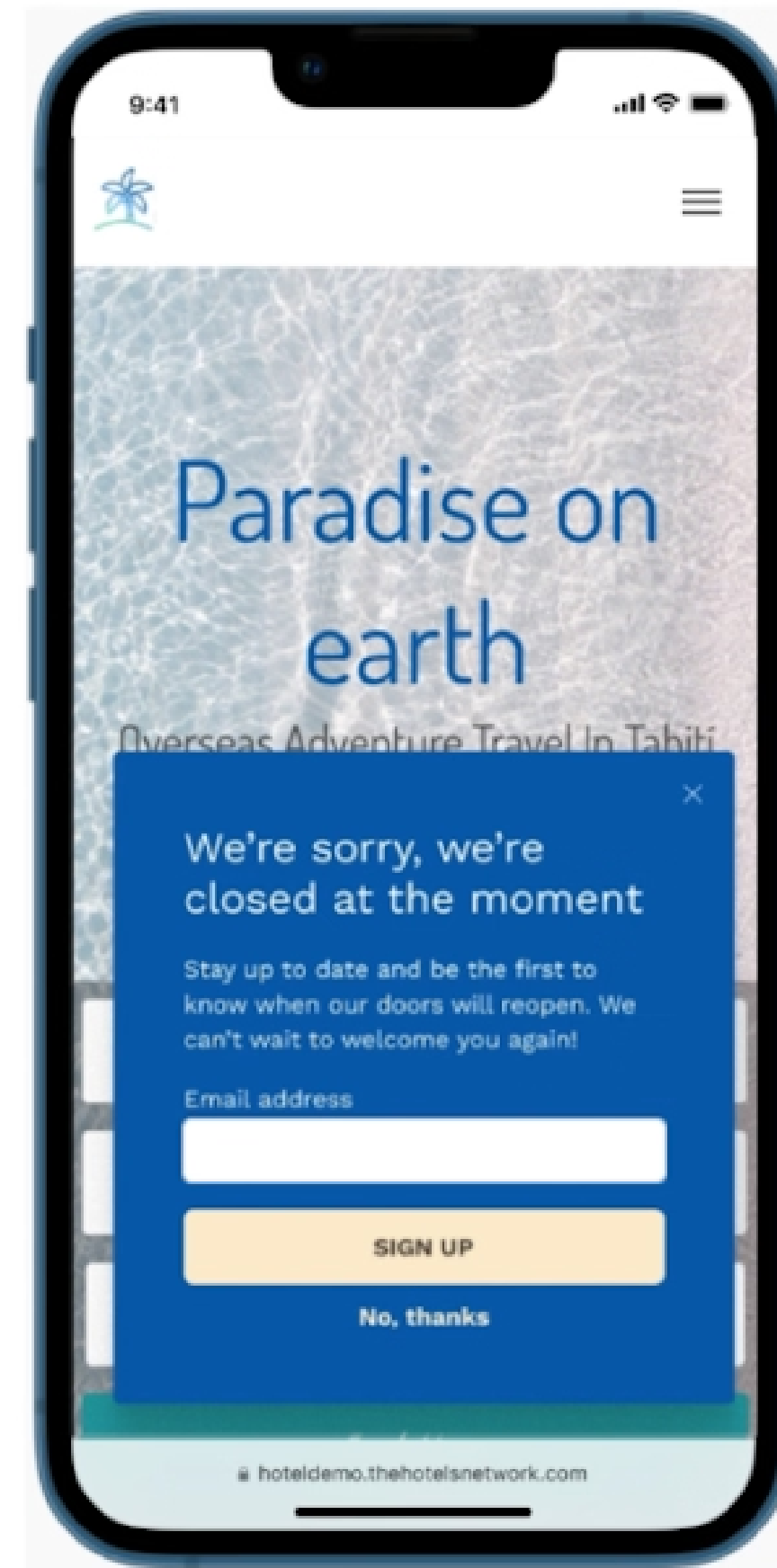
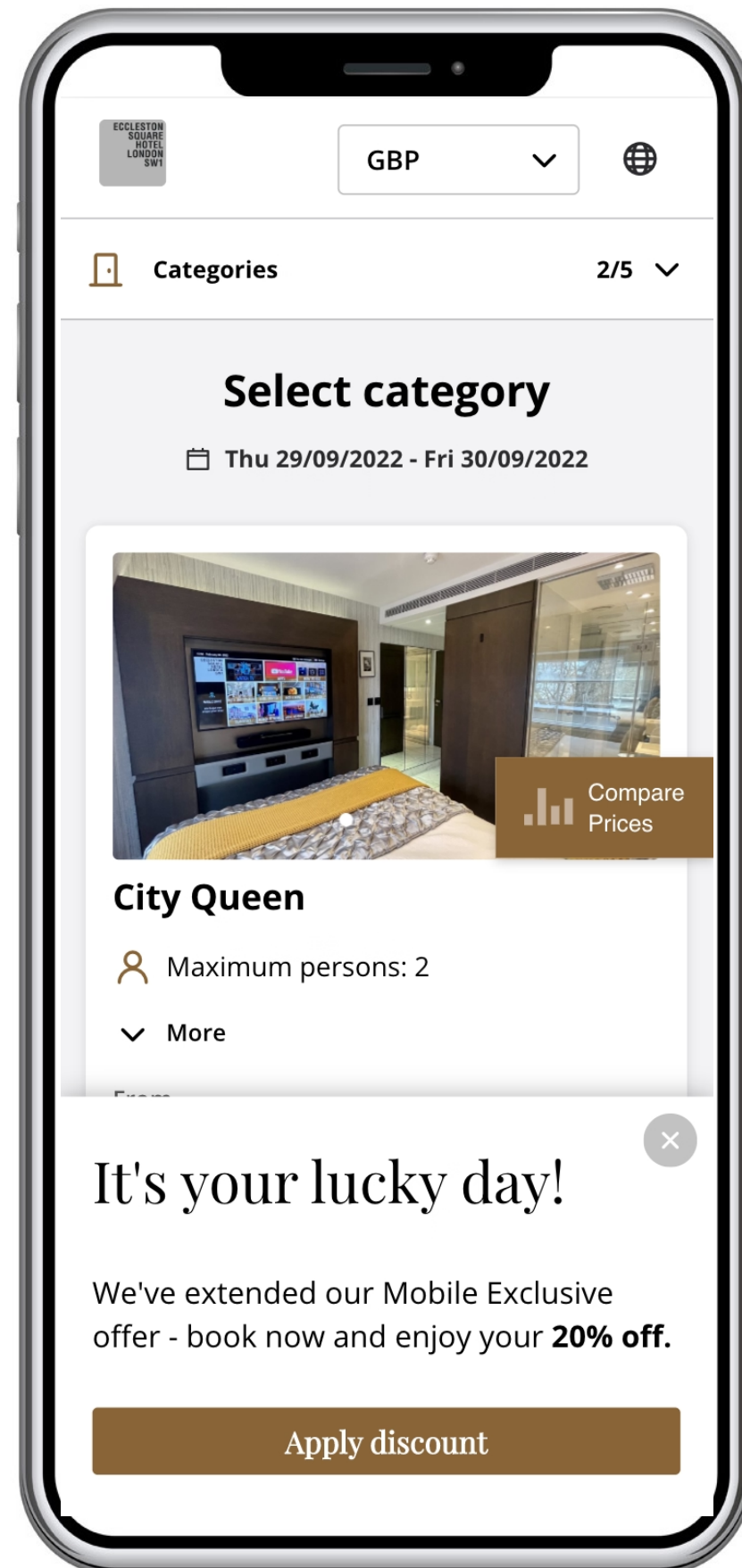
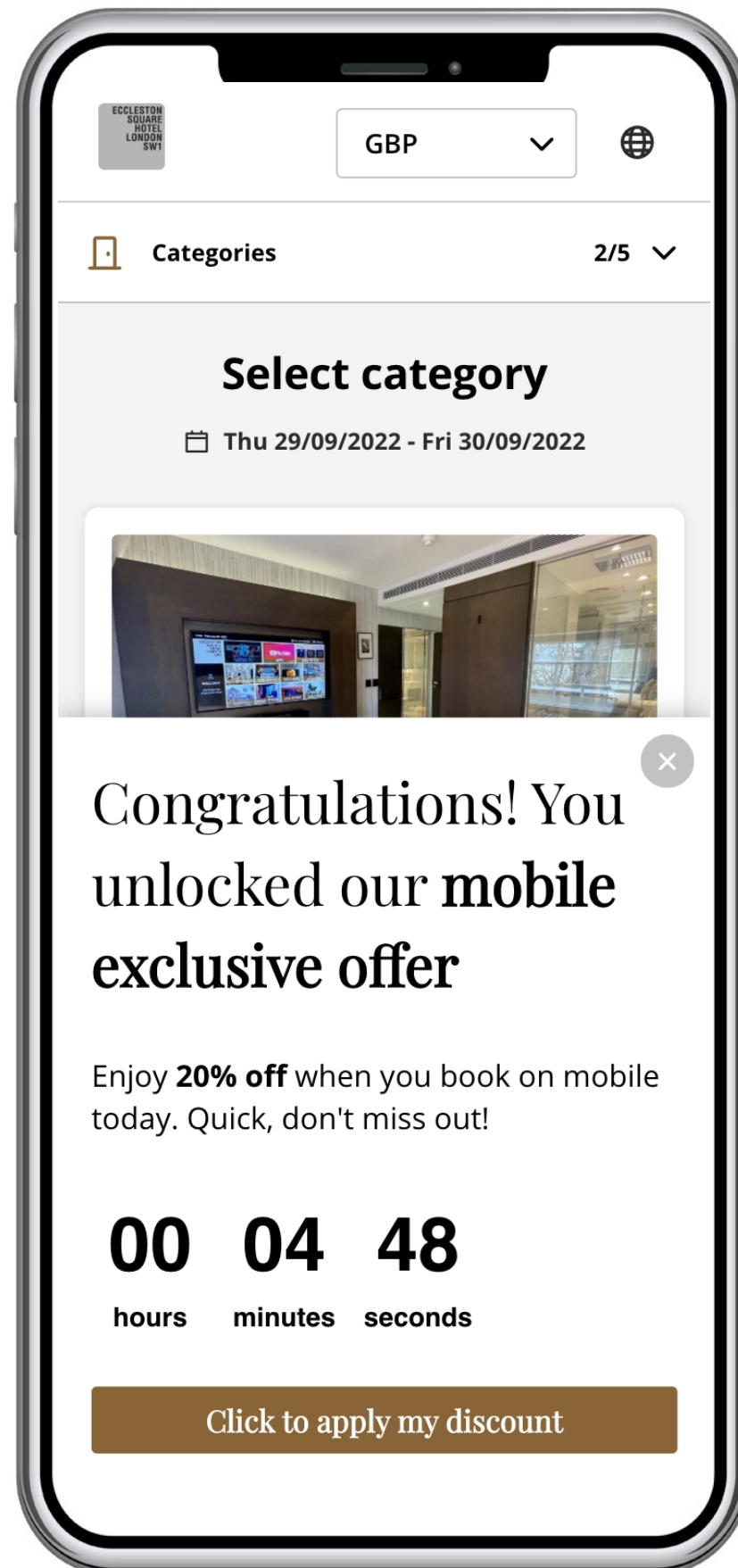


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How to increase my mobile conversion



Behavioral Targeting: advanced audience creation



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How to increase my LOS

AH
ALEXANDER HOTELS
Have It All Behind

1 Availability >

2 Extras >

3 Summary >

4 Confirmation

MORE DETAILS

FILTERS

Sort By Recommended

Cosy Attic Double

Total for stay from

£370.00

Capacity:

[MORE DETAILS](#)

Did you know?

If you add an extra night, you'd be eligible for our Two-Night Spa Retreat, which means:

- ✓ 1x55-minute treatment per person
- ✓ Utopia Spa use throughout your stay
- ✓ £40 per adult towards dinner
- ✓ Full daily breakfast

[SEARCH EXTRA NIGHT](#)

E-mail this search

Book Direct	Hotels.com	Expedia	Booking
£370 3 perks	£370	£370	£370



Behavioral Targeting: advanced audience creation



Timing

- Date range
- Days of the week
- Time of day
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Demand



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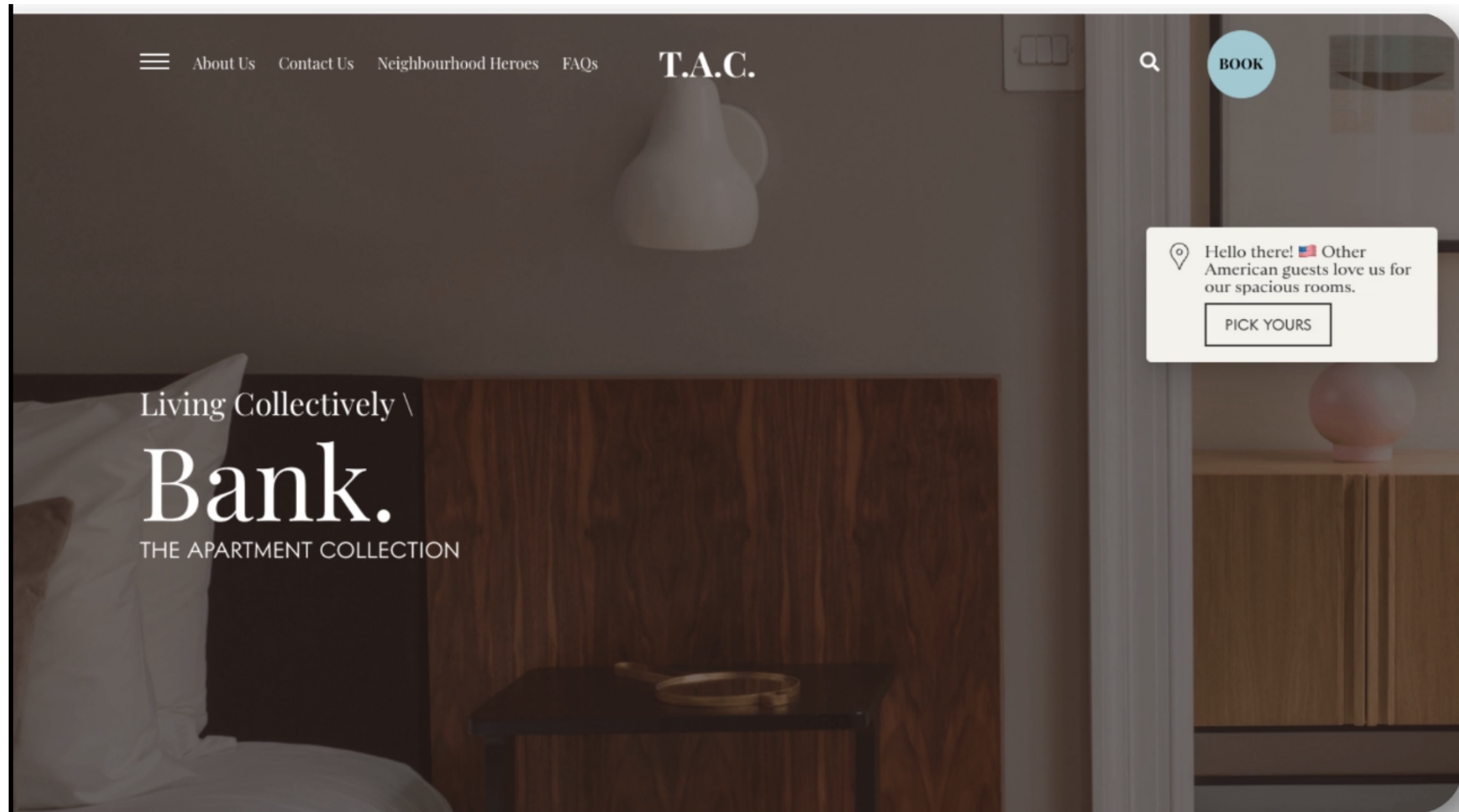


Custom Targeting

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How to increase international conversion



Case study

SENTIDO boosts website conversion **by 143%**

Since 2020, SENTIDO has been collaborating with The Hotels Network (THN) to personalize the website experience and engage visitors, ultimately boosting direct reservations. Given the success of this partnership, in April 2022, the brand decided to explore new opportunities to further improve website conversions.

The THN team suggested that SENTIDO analyze its performance compared to others in the market using BenchDirect. After analyzing the benchmarking results, the brand decided to incorporate a series of engagement tools to test the effectiveness of message personalization and the validity of THN's BenchDirect platform.

<https://info.thehotelsnetwork.com/en/case-study/sentido>



GET STARTED!

<https://info.thehotelsnetwork.com/en/busyrooms>



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Thank you



<https://info.thehotelsnetwork.com/en/busyrooms>

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