



Metasearch Questionnaire

Are you currently live on any metasearch sites?

___ NO If Yes, average monthly spend?

___ Google Hotel Ads \$ _____

___ TripAdvisor \$ _____

___ Trivago \$ _____

___ Kayak \$ _____

Who is your Central Reservation System provider?

Do they offer connectivity for rates and availability for metasearch? _____

Which bid-management partner are you using? (i.e. Koddi, DerbySoft, TripTease, etc)

Are you currently using any bid-levers or bid-modifiers for targeting in metasearch?

_____ if yes, describe, at high level, what type _____

Please provide some historical data for benchmarking and analysis:

Who is your paid search agency? _____

Paid Search (monthly averages):

Spend: _____

Average CPC: _____

Peak Month: _____

Average Booking Value: _____

Average ROAS: _____

Average Length of Stay: _____

Average CVR: _____

Do you use RLSA? _____

Average CTR: _____

What percentage of your paid search program is brand _____ vs acquisition _____?

What percentage of your bookings come from:

Direct Web Site _____

Walk-in/Direct _____

Mobile Web _____

OTA _____

Apps _____

GDS _____

Call Center _____

Total should = 100%

Average lead time of bookings? _____

How would you describe your seasonality?

What percentage of your bookings are Business vs Leisure?

Business _____ Leisure _____