



**DIRECT BOOKING IQ**

[www.DirectBookingIQ.com](http://www.DirectBookingIQ.com)

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Direct bookings drive more value:

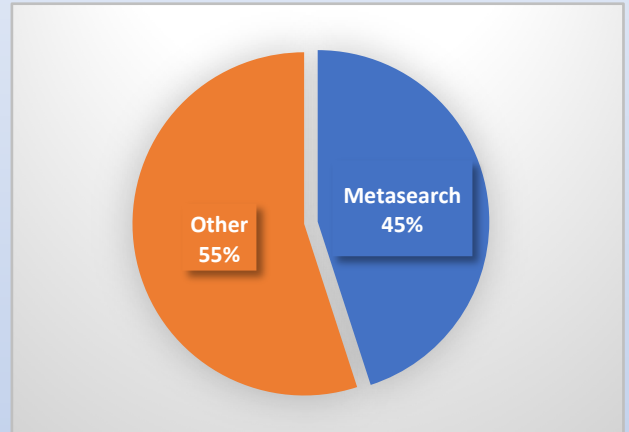
- **Lower** upfront cost
- More likely to **repeat**
- **Engagement** in loyalty program
- Higher lifetime **value**
- Higher propensity to **return directly**

What is your metasearch strategy?  
Are you sending this traffic all to the OTAs?

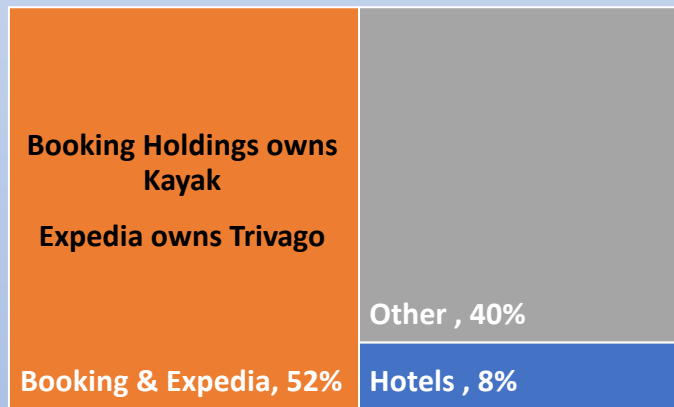
We can help.

Metasearch sites account for over 45% of global unique visitors in travel

(PACE Dimensions, 2018)



ADVERTISERS SHARE OF METASEARCH



In less than 10 years, metasearch has grown to over **\$6 billion** in annual ad spend.

**Book Direct** initiatives are working and metasearch is a key part of that success.

Google & TripAdvisor are independent - driving more of the 8% share to hotels directly.

# DRIVING DIRECT REVENUE THROUGH INTELLIGENT BIDDING

Helping brands and hotels grow revenue through the complexity of metasearch and by leveraging first party data.