

FEATURE YOUR RATES AND AVAILABILITY IN ALL MAJOR METASEARCH ENGINES AND ALLOW CONSUMERS TO BOOK DIRECTLY WITH YOU



Meta Direct allows lodgings to manage bids for placement in Google Hotel Price Ads, Trivago, and TripAdvisor. Participating properties automatically have the rates and availability from their websites

posted into the metasearch engines, with no inventory management or allocation. Deep link redirects can be configured to track conversions from each metasearch engine separately.

ID	PROPERTY	Google	Trivago	Other	Action
442	Adobe Star Inn Santa Fe, NM - US	Active	Active	Active	EDIT
436	America's Best Lamplighter Inn Santa Fe, NM - US	Warning	\$25!	\$100	EDIT
489	Best Western Plus Inn - Santa Fe Santa Fe, NM - US	\$200	\$500	\$200	EDIT
46323	Coast Chilliwack Hotel Chilliwack, BC - CA	Active	Active	Active	EDIT
51110	Coast Coal Harbour Hotel Vancouver, BC - CA	\$200	\$500	Warning	EDIT
35872	Coast Edmonton Plaza Hotel Edmonton, AB - CA	\$200	\$500	\$200	EDIT
46947	Coast Inn of the North Prince George, BC - CA	15%!	\$500	\$200	EDIT
46291	Coast Plaza Hotel & Suites Vancouver, BC - CA	\$200	\$500	\$200	EDIT
40058	Coast Victoria Harbourside Hotel & Marina Vancouver, BC - CA	\$200	\$500	\$200	EDIT
69073	Envision Hotel Boston Boston, MA - US	\$200	\$500	\$200	EDIT

SYSTEM BENEFITS:

- Manage bids for multiple metasearch platforms from one, centralized dashboard
- Set monthly budgets for each metasearch engine
- Automatically post website rates and availability in all the metasearch engines
- No additional inventory management or allocation

- Consumers can book directly with you rather than through an OTA
- Deep linking drops the consumer deep into the transaction process to maximize conversion
- Campaign tracking allows you to track conversions from each metasearch engine separately
- Download progress reports anytime