



TRAVELNET SOLUTIONS

Cloud Software and Solutions Partner



\$167,391 in Google Ad Spend

\$142,869 shows in Direct
Revenue

Who's going to cancel
this campaign?





\$32,704 in Google Ad Spend

\$460,376 shows in Direct Revenue

Who's going to cancel this campaign?





What if I told you
that you wouldn't
have booked that
\$460,376 without
the \$167,391 ad
spend?





Who believes that a brand new traveler that has not stayed with you before will book on the first visit to your site?



So...

If travelers don't book on the first visit to your website, why do we have that expectation of our ad campaigns?





Countless campaigns have been cancelled over the years that were key in new traveler acquisition.





Common Themes

- How do I make sure I am not wasting my money?
- I have a limited budget so I need to make sure that no spend is wasted.
- I've tried that before and just didn't see a return.
- I only make a portion of the bookings from my owners.





Play Bigger:

Tips & Tricks To Drive Direct Bookings

DARM 2021



Your Presenter



Tim Schutts

Vice President of Atlas Sales





TravelNet Solutions

Brand Portfolio



Operating Software



Track

All-in-one hospitality software for growth-oriented property management companies.



Digital Marketing & eCommerce



Atlas

Direct booking marketing services, websites, and booking engine software.



Marketplace



Resorts+Lodges

Online listing site used by nearly 5 million travelers seeking lodging inspiration.

A TravelNet Solutions User Conference

NEXT 21

op • ti • mize

40+

Game-Changing
Sessions

5

Educational
Tracks

4th

Registration
Free

September 26 – 28, 2021 | Minneapolis, MN

tnsinc.com/Next-2021





Agenda

- 1 Industry Benchmarks
- 2 Understanding the Buyer's Journey
- 3 Full Funnel Digital Marketing
- 4 Understanding your True Return.



TNS Benchmarks for Google Analytics KPI's

Source / Medium ?	Acquisition			Behavior			Conversions	e-commerce	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?

Behavior			Conversions
Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?
42.41%	3.95	3:33	0.52%

Industry standards based on existing TravelNet Solutions client results.



The Buyer's Journey



Buyers don't book on 1st click



E-Commerce Rates < 1%



80+ Day Planning Cycles



Visit 21 Different Websites



94% use multiple devices





Full Funnel Marketing Strategy

1. Become Part of the Conversation

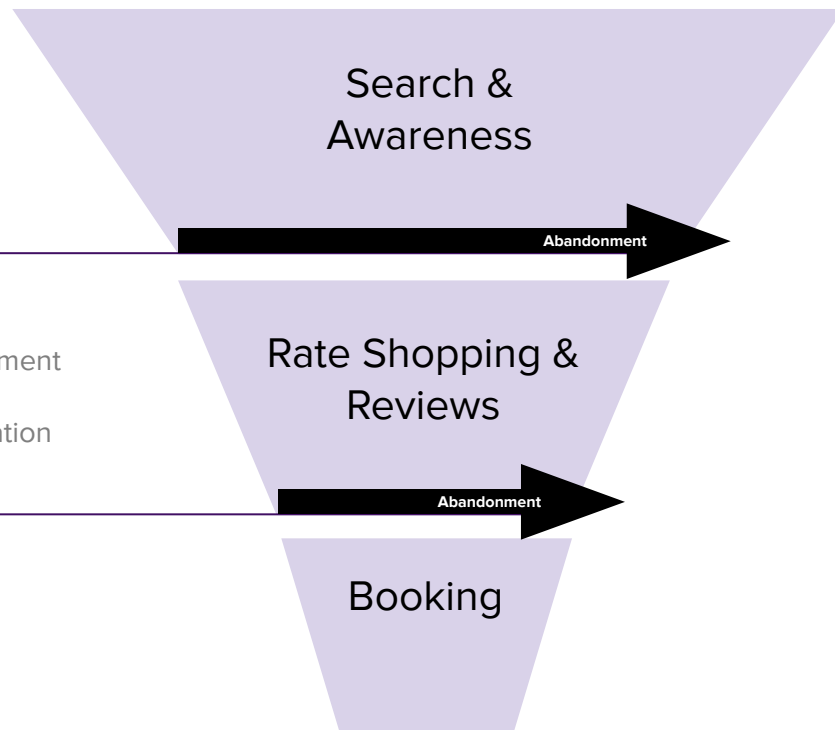
Paid Search Marketing	Listing Sites
Meta Search Marketing	Social Media
Email Marketing	SEO

2. Stay Part of the Conversation

High Conversion Booking Engine	CRM / Lead Management
OTA Rate Comparison	SMS Marketing
Revenue Recovery	Conversion Optimization
Display Remarketing	Brand Protection

3. Increase Conversion Rates

- Compelling Offers
- Rate Management
- Decrease Wasted Ad Spend
- Recover Lost Leads / Bookings



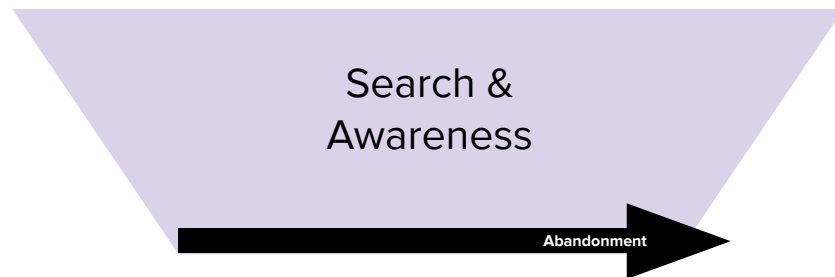


Why am I not seeing Conversions?

1. Become Part of the Conversation

Paid Search Marketing
Meta Search Marketing
Email Marketing

Listing Sites
Social Media
SEO





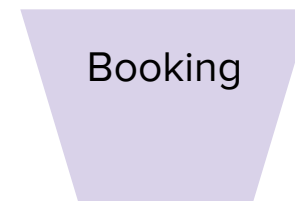
I should focus more on Brand

2.	Brand Campaign 290763974		87,808 (29.70%)	\$32,704.94 (11.82%)	\$0.37	60,715 (26.91%)	99,610 (33.05%)	31.26%	4.66	0.93%	926 (69.73%)	\$460,376.87 (70.31%)
----	-----------------------------	--	-----------------	----------------------	--------	-----------------	-----------------	--------	------	-------	--------------	-----------------------



3. Increase Conversion Rates

- Compelling Offers
- Rate Management
- Decrease Wasted Ad Spend
- Recover Lost Leads / Bookings





Full Funnel Marketing Strategy

2. Stay Part of the Conversation

High Conversion Booking Engine
OTA Rate Comparison
Revenue Recovery
Display Remarketing

CRM / Lead Management
SMS Marketing
Conversion Optimization
Brand Protection

Rate Shopping &
Reviews

Abandonment

5.	/ retargeting	14,722 (2.11%)	12,956 (2.16%)	18,409 (1.90%)	57.46%	2.76	00:01:38	0.08%	15 (0.21%)	\$8,660.60 (0.24%)
6.	/ email	14,338 (2.06%)	6,932 (1.16%)	25,724 (2.66%)	37.26%	4.16	00:03:53	3.89%	1,001 (13.69%)	\$429,502.92 (11.83%)

14,722 (2.11%)
14,338 (2.06%)

29,060 Subsequent Visits

\$8,660.60 (0.24%)
\$429,502.92 (11.83%)

\$438,162 in booking revenue



Are you tracking offline bookings?

Campaign	Total Calls	Total Bookings	Avg Booking Window	Avg Sales Cycle	Total Revenue	Avg Booking	Total Nights	Avg Nightly Rate	Avg Length of Stay
Main Website - Organic	50237	3726	29.81	25.51	\$1,710,865.03	\$459.17	7211	\$237.26	1.94
Google Places - Local Number	28636	1282	23.10	27.32	\$561,665.04	\$438.12	2419	\$232.19	1.89
Google AdWords Brand	18279	1097	25.21	34.96	\$477,366.56	\$435.16	2059	\$231.84	1.88
Local Line Transfer	11284	642	27.42	1.64	\$252,665.50	\$393.56	1152	\$219.33	1.79
Main Resort Website	9019	391	41.13	39.83	\$174,483.81	\$446.25	769	\$226.90	1.97
The Club - Member Services	8581	350	36.10	47.47	\$158,103.04	\$451.72	746	\$211.93	2.13
	6166	136	23.65	10.72	\$61,037.78	\$448.81	280	\$217.99	2.06
Preview Direct	5191	394	34.96	6.96	\$220,660.63	\$560.05	861	\$256.28	2.19
	4026	230	27.35	11.03	\$112,426.22	\$488.81	479	\$234.71	2.08
Google AdWords Lodging	3955	194	14.80	2.97	\$84,303.66	\$434.55	371	\$227.23	1.91
Google AdWords Resort	2350	36	19.44	5.17	\$14,632.18	\$406.45	65	\$225.11	1.81
Resorts and Lodges	1236	95	37.69	18.24	\$54,282.36	\$571.39	207	\$262.23	2.18
	682	47	20.51	0.80	\$22,743.45	\$483.90	87	\$261.42	1.85
2011 Summer TV Ad	615	15	60.00	0.00	\$9,491.38	\$632.76	28	\$338.98	1.87
	585	185	89.34	191.37	\$25,797.76	\$139.45	382	\$67.53	2.06
RAL - Facebook Retargeting	577	20	53.50	40.00	\$12,565.12	\$628.26	52	\$241.64	2.60
Group B67362 - Builder Assn Board of Directors	576	1	67.00	0.00	\$538.00	\$538.00	3	\$179.33	3.00



How do you Attribute Bookings?

MCF Channel Grouping [?]	Assisted Conversions [?] ↓	Assisted Conversion Value [?]
1. Direct	5,025 (33.69%)	\$2,386,802.15 (33.77%)
2. Organic Search	3,906 (26.19%)	\$1,878,649.10 (26.58%)
3. Paid Search	2,799 (18.77%)	\$1,312,365.28 (18.57%)
4. Email	1,706 (11.44%)	\$713,465.01 (10.10%)
5. Referral	1,122 (7.52%)	\$580,198.11 (8.21%)
6. (Other)	236 (1.58%)	\$139,079.88 (1.97%)
7. Social Network	94 (0.63%)	\$46,235.16 (0.65%)
8. Display	26 (0.17%)	\$10,706.45 (0.15%)



How do you Attribute Bookings?

3. Paid Search	2,799 (18.77%)	\$1,312,365.28 (18.57%)
	2,799 travelers that engaged with a paid search ad, returned on a subsequent visit to book.	This equated to \$1,312,365 in revenue that is attributed to our paid search campaigns.

Let's go back to our example.



\$167,391 in Google Ad Spend

\$142,869 shows in Direct
Revenue

Who's going to cancel
this campaign?





What if I told you
that this campaign
drove 129,000
travelers direct to
your site?





These travelers live:

Atlanta

Charlotte

Washington DC

Pittsburgh

Philadelphia

Boston

A red pushpin is stuck into a map. The map shows the coastline of Hilton Head and Savannah, Georgia. The pushpin is positioned over the Hilton Head area. The text 'Hilton Head' and 'Savannah' are visible on the map. The background is a blurred map with various colors and lines representing roads and water.

Paid Search Term Examples:

- Hilton Head Vacation Rentals
- Hilton Head Vacation Rentals on the Beach
- Hilton Head Family Rentals
- Hilton Head Pet Friendly Rentals
- HH Vacation Rental



Full Funnel Marketing Strategy Analysis

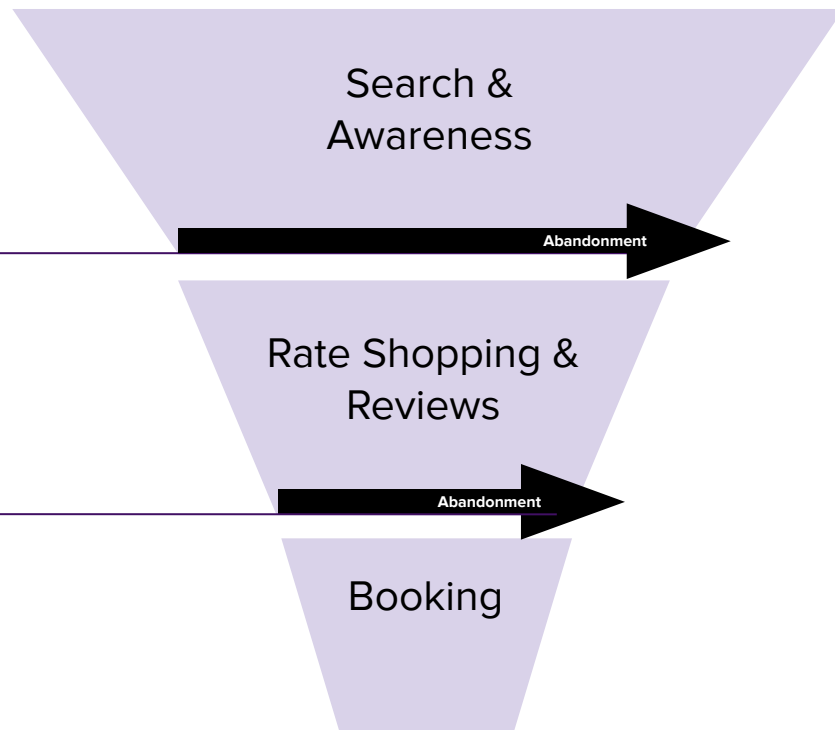
\$167,391 in Google Ad Spend

\$142,869 shows in Direct Revenue

\$84,303 in Phone Bookings

\$1,312,365 in Assisted Conversions

\$1,539,537 in total revenue





\$200,095 in Google Ad Spend

\$1,539,537 in total revenue

129,000 Travelers from the top feeder cities for their destination.





What is my true return?

Avg. Commission: 24%

Avg Commission Share: 49.90%

Avg Fee Share: 50.10%

Assessment YTD									
Location	# Of Units	Owner Income	Avg. Commission %	Fee Revenue	# of Fees	Commission Rev Per Unit	Fee Rev Per Unit	% Commission	% Fee
Beach	195	\$10,225,790.35	20.37%	\$3,403,882.00	13	\$13,412.75	\$17,455.81	43.45%	56.55%
Beach	1,100	\$29,789,058.52	20.65%	\$11,561,513.00	40	\$7,048.50	\$10,510.47	40.14%	59.86%
Beach	729	\$15,300,000.00	17.74%	\$3,976,551.00	19	\$4,526.75	\$5,454.80	45.35%	54.65%
Mountain	193	\$2,397,309.87	32.48%	\$994,794.21	11	\$5,974.09	\$5,154.37	53.68%	46.32%
Mountain	124	\$5,269,179.14	29.70%	\$1,451,700.00	11	\$17,951.61	\$11,707.26	60.53%	39.47%
Mountain	202	\$5,394,150.18	23.46%	\$1,285,619.00	15	\$8,186.65	\$6,364.45	56.26%	43.74%
			24.07%		18.17	\$9,516.72	\$9,441.19	49.90%	50.10%



\$200,095 in Google Ad Spend

\$1,539,537 in gross bookings

24% commission = \$360,000

X2 For Fees = \$720,000

**Minus Spend = \$519,905 Net
Profit (not including
cancellations)**



Questions?