

Capturing Travelers with Paid Search

1/8/2020
Jenna Amaral

Hilton

W
WALDORF ASTORIA

L X R CONRAD

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Hilton

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COLLECTION

D
DOUBLETREE

TAPESTRY
COLLECTION

E
EMBASSY
SUITES

MOTTO

H Hilton
Garden Inn

Hampton

tru

HOMewood
SUITES

HOME
SUITES 2

H Hilton
Grand Vacations

Hilton
HONORS

AGENDA



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Introduction

Hilton®

The Hilton logo is displayed in white, sans-serif font on the dark glass facade of a modern skyscraper at night. The building's windows are illuminated from within, creating a grid of light patterns against the dark exterior.

Hilton

Overview

The Hilton logo is presented in a white, serif font, enclosed within a thin white rectangular border. This logo is positioned in the upper right corner of the slide, set against a dark, atmospheric background of a city skyline at night.

Hilton

- Hilton is a leading global hospitality company with 17 brands spanning the lodging sector
- Our brands are comprised of:
 - Nearly 6,000 properties
 - More than 954,000 rooms
 - In 117 countries and territories

OUR GLOBAL BRANDS



LUXURY &
LIFESTYLE

FULL
SERVICE

FOCUSED
SERVICE

ALL SUITES

TIMESHARE

JUST
LAUNCHED





Hilton

RANKED HILTON AS THE BEST COMPANY TO
WORK FOR IN THE U.S.



#1

HILTON HAS BEEN RECOGNIZED
AS THE #2 WORLD'S BEST
WORKPLACE



HILTON IS ONE OF THE
World's
MOST ETHICAL
COMPANIES
ACCORDING TO ETHISPHERE

WORKPLACE RECOGNITION

Hilton





SEM 101: A Refresher

Hilton



hampton inn dallas central expressway



All Maps Shopping Images News More Settings Tools

About 171,000 results (0.64 seconds)

Hampton by Hilton Dallas | Free, Hot Breakfast Every Day | hilton.com

Ad www.hilton.com/Hampton_Inn/Dallas

★★★★★ Rating for hilton.com: 5.0 - 394 reviews

Book Your Room at a **Hampton**® Hotel. Get Our Lowest Prices Today, Book Direct! Free WiFi.

Specials & Packages

Find Hampton® Specials & Packages. Enjoy the Benefits Today!

Hilton Rewards Loyalty

Honors Members Get Up To 5% Off All Stays! Sign Up for Free & Save.

Hampton Inn Dallas North Park | 10370 North Central Expressway

Ad hamptoninn3.hilton.com/guestreservations.com/

★★★★★ Rating for guestreservations.com: 4.3 - 2,822 reviews

Best Rates At **Hampton Inn Dallas** North Park, Book Now Online Or By Phone. Best Rate Guaranteed. Excellent Guest Reviews. Up To 25% Off This Winter. Free Hot Breakfast.

Hampton Inn Dallas Central Expy NorthPark Area Hotel

<https://hamptoninn3.hilton.com/.../hotels/.../hampton-inn...dallas-central-expy.../index...>

Our **Hampton Inn Dallas** Hotel is located off **Central Expy** near Royal Oaks Country Club and NorthPark Mall. Enjoy free WiFi and hot breakfast daily.

Rooms & Suites

Hampton Inn & Suites Dallas - Central Expy North Park Area ...

Hampton Inn & Suites Dallas

Our Hampton Inn hotel in Dallas is located at 10350 North Central ...

Dining

Hampton Inn & Suites Dallas - Central Expy North Park Area ...

[More results from hilton.com »](#)

Hampton Inn and Suites Dallas Plano Central Hotel

<https://hamptoninn3.hilton.com/en/hotels/.../hampton-inn...dallas...central.../index.htm...>

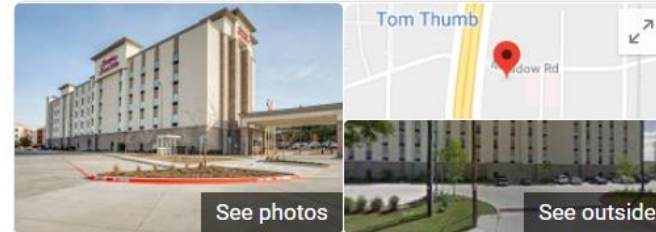
Expect a great stay at **Hampton Inn & Suites Dallas** Plano Central. Guests ... 3316 **Central Expressway**, Plano, Texas, 75074, USA TEL: +1-972-905-5786 FAX: ...

HAMPTON INN & SUITES DALLAS - CENTRAL EXPY NORTH PARK ...

<https://www.tripadvisor.com> › [United States](#) › [Texas \(TX\)](#) › [Dallas](#) › [Dallas Hotels](#)

★★★★★ Rating: 4.5 - 232 reviews - Price range: \$ (Based on Average Nightly Rates for a Standard Room from our Partners)

10370 North **Central Expressway**, Dallas, TX 75231-2210. ... We chose to stay at this **Hampton Inn** due to it's location to our son's home. ... Get quick answers from **Hampton Inn & Suites Dallas - Central**



Hampton Inn & Suites Dallas - Central Expy North Park Area

[Website](#)

[Directions](#)

[Save](#)

4.4 ★★★★★ 278 Google reviews

3-star hotel

[BOOK A ROOM](#)

Address: 10370 N Central Expy, Dallas, TX 75231

Phone: (214) 361-0033

Ads [Check availability](#)

[Fri, Feb 8](#)

[Sat, Feb 9](#)

[2](#)

B [Booking.com](#)

[DEAL](#) 12% off

[\\$77](#)

[\\$87](#)



[Hampton Inn & Suites Dallas - Central Expy North Park ...](#)

Official site

[\\$87](#)



[Expedia.com](#)

[Read Real Guest Reviews · Get Instant Confirmation](#)

[\\$87](#)



[Hotels.com](#)

[\\$87](#)

[View more rates](#)

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Hilton

THE “SERP”

Search Engine Results Page

A Hotel Perspective

Google

hampton inn dallas central exp

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About 171,000 results (0.64 seconds)

Hampton by Hilton Dallas

[Ad](#)
www.hilton.com/Hampton_I

★★★★★ Rating for hilton.com: 5

Book Your Room at a Hampton® Hotel

Specials & Packages

Find Hampton® Specials & Packages. Enjoy the Benefits

Hampton Inn Dallas North

[Ad](#)
hamptoninn3.hilton.com/guest-reserve

★★★★★ Rating for guest reservation

Best Rates At Hampton Inn Dallas North

Excellent Guest Reviews. Up to 25% off

Hampton Inn Dallas Central

<https://hamptoninn3.hilton.com/guest-reserve>

Our Hampton Inn Dallas Hotel is located in the heart of the city, near the Mall. Enjoy free WiFi and hot breakfast.

Rooms & Suites

Hampton Inn & Suites Dallas - Expy North Park Area ...

Dining

Hampton Inn & Suites Dallas - Expy North Park Area ...

More results from hilton.com »

Hampton Inn and Suites Dallas

<https://hamptoninn3.hilton.com/guest-reserve>

Expect a great stay at Hampton Inn and Suites Dallas - Expy North Park Area ...

HAMPTON INN & SUITES

https://www.tripadvisor.com/HotelsReviews-Hampton_Inn_Suites_Dallas-Central-Expressway-Dallas-TX.html

★★★★★ Rating: 4.5 - 232 reviews

Room from our Partners

10370 North Central Expressway, Dallas, TX 75231

Google

tru dallas

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About 7,710,000 results (1.11 seconds)

Plus Up to 2.5% Cash Back

Tru by Hilton Garland Richardson, TX Hotel

<https://www.hilton.com/hotels/dalgru-tru-garland-richardson>

Garland puts the 'tech' in Texas. With the Richardson Technology Corridor and major corporations such as Raytheon and State Farm nearby, we're ideal for corporate guests. ...

Keeping the family entertained is a walk in the Hawaiian Falls Water Park – and the Curtis Culwell Event ...

Google's 3-Pack

Tru by Hilton Garland Richardson

4.2 ★★★★★ (383) · Hotel

Garland, TX

(972) 272-0745

Modern hotel with free breakfast & a gym

[WEBSITE](#)
[DIRECTIONS](#)

Tru Salon

4.8 ★★★★★ (27) · Beauty salon

Dallas, TX

Opens soon · 9AM · (214) 965-0373

[WEBSITE](#)
[DIRECTIONS](#)

TRU Hotels & Resorts, LLC

No reviews · Business management consultant

Dallas, TX

(972) 380-1544

[WEBSITE](#)
[DIRECTIONS](#)

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Knowledge Graph

See outside

Central

Area

BOOK ROOM

Dallas, TX 75231

2

\$77

\$87

\$87

\$87

\$87

\$87

from \$77

1/8/2020

© 2019 Hilton Confidential and Proprietary

10

ANATOMY OF A SEARCH AD

Hilton

Hampton by Hilton Dallas | Free, Hot Breakfast Every Day | hilton.com

Ad www.hilton.com/Hampton_Inn/Dallas ▼ (877) 214-6722

Book Your Room at a **Hampton®** Hotel. Get Our Lowest Prices Today, Book Direct! Honors Save Up To 5% Lowest Rates Online. Free WiFi. Sign Up For Free & Save. Brands: Hilton, DoubleTree, **Hampton**, Garden **Inn**, Waldorf, Homewood, Curio, Conrad, Home2, Embassy Suites.

📍 1718 N Cockrell Hill Rd, Dallas, TX

Make a Reservation

Book Hampton by Hilton®!
Reserve Your Hotel Today.

Join Hilton Honors

Join Hilton Honors Today! Earn
Free Stays at Over 4,600 Locations.

Hampton by Hilton Dallas | Free, Hot Breakfast Every Day

Ad www.hilton.com/Hampton_Inn/Dallas

Book Your Room at a Hampton® Hotel. Get Our **Lowest Prices Today, Book Direct!** Honors Save Up To 5%. **Lowest Rates Online.** Sign Up For Free & Save. Free WiFi. Brands: Hilton, DoubleTree, Hampton, Garden Inn, Waldorf, Homewood, Curio, Conrad, Home2, Embassy Suites

Free Standard Wifi

Join Hilton Honors

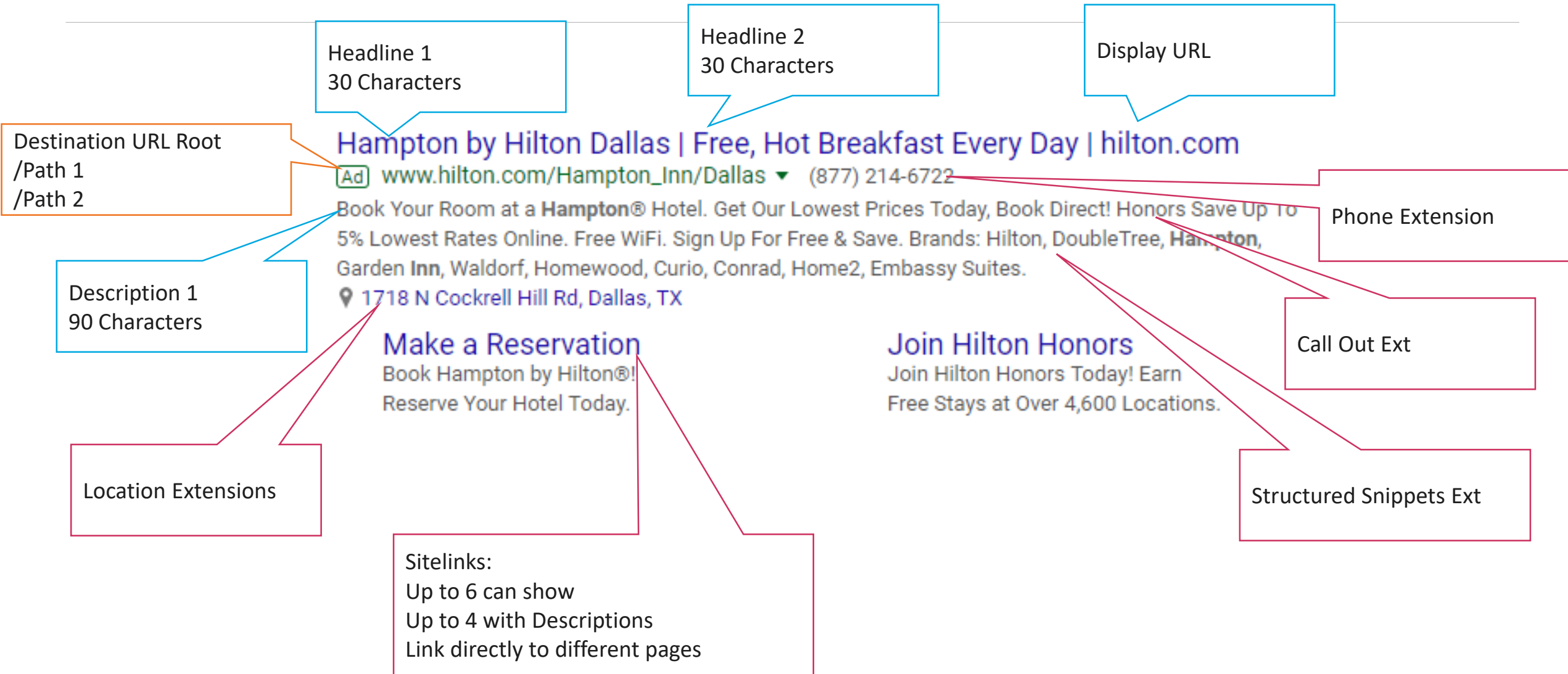
Hilton Rewards Loyalty

Make a Reservation



Call 877-214-6722

ANATOMY OF A SEARCH AD





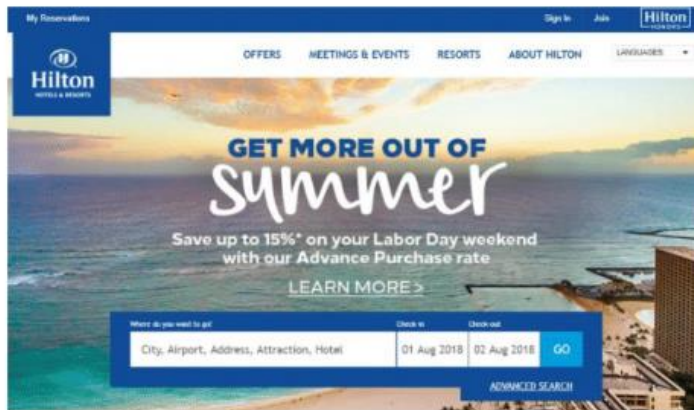
Portfolio Needs vs Hotel Individuality

Hilton

LANDING PAGE STRATEGY

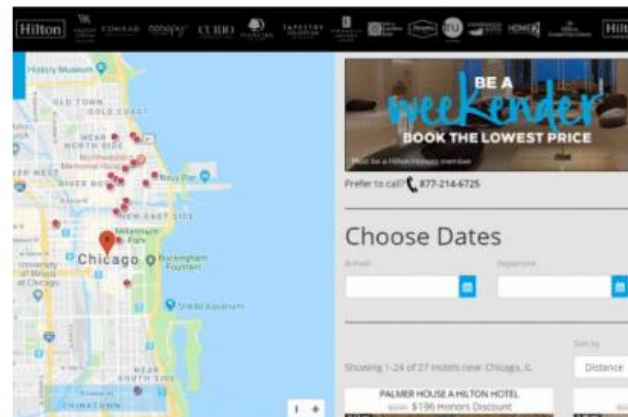
Hilton

Corebrand “Hilton”



- Hilton.com – Brand Domains
- Honors queries drive to honors page

Brand + Prop “Hilton Chicago”



- Hilton DLP
- Set radius around a city, region, airport, or point of interest
- Displays any brand or all brands

Brand + Prop “Palmer House Chicago”



- Property pages
- Property specific queries

Hotel Name Segmentation

“Prioritize High Converting Segments”

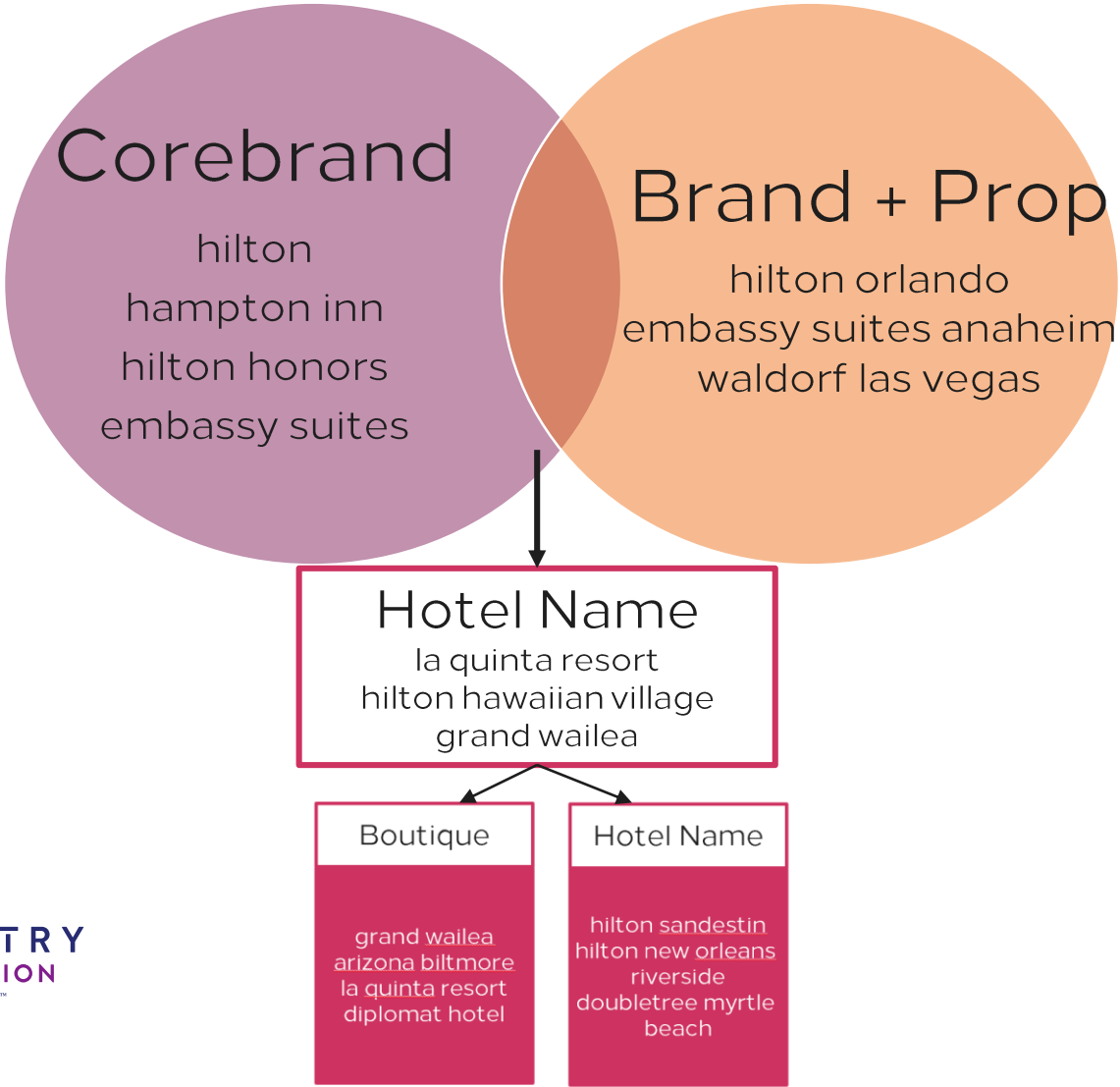


HOTEL NAME SEGMENTATION



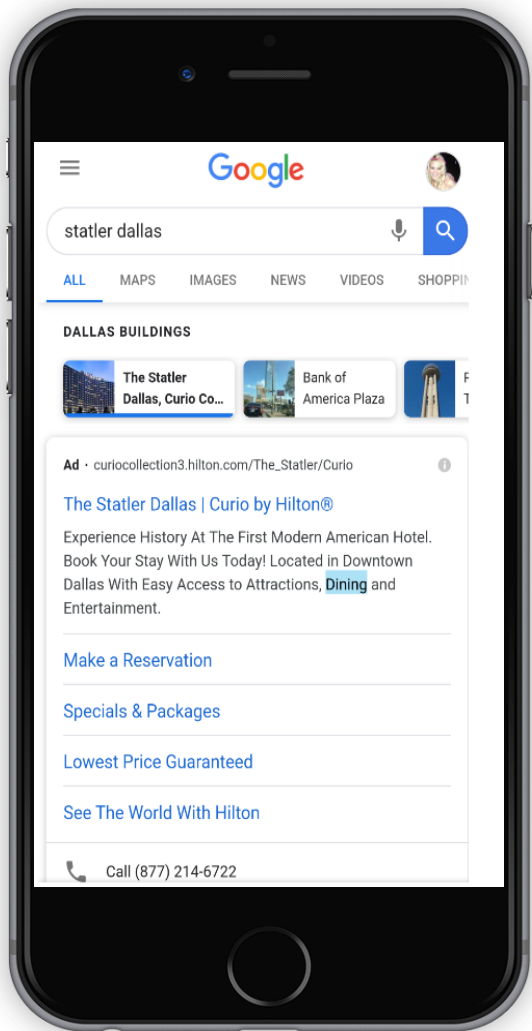
Hotel name keywords perform much like Corebrand terms

- Move from B+P adgroups into new campaigns and separate category
- New campaigns receive budget priority and fully funded

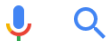


HOTEL NAME SEGMENTATION

Tailored Messaging for Hotels



waldorf astoria los cabos pedregal



All

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About 194,000 results (0.69 seconds)

Waldorf Astoria® | Los Cabos Pedregal

www.waldorfastorialoscabospedregal.com/Waldorf_Astoria/L...

(877) 214-6722

Enjoy The Oceanfront Event Space at **Waldorf Astoria®**. Book Your Next Stay With Us Today! A Cliffside Location Along 24 Acres Of Dramatic Mountains And Pristine Beaches. Unforgettable Experiences. Personal Concierge. Complimentary Wi-Fi. Book Direct & Save.

Restaurants & Lounges

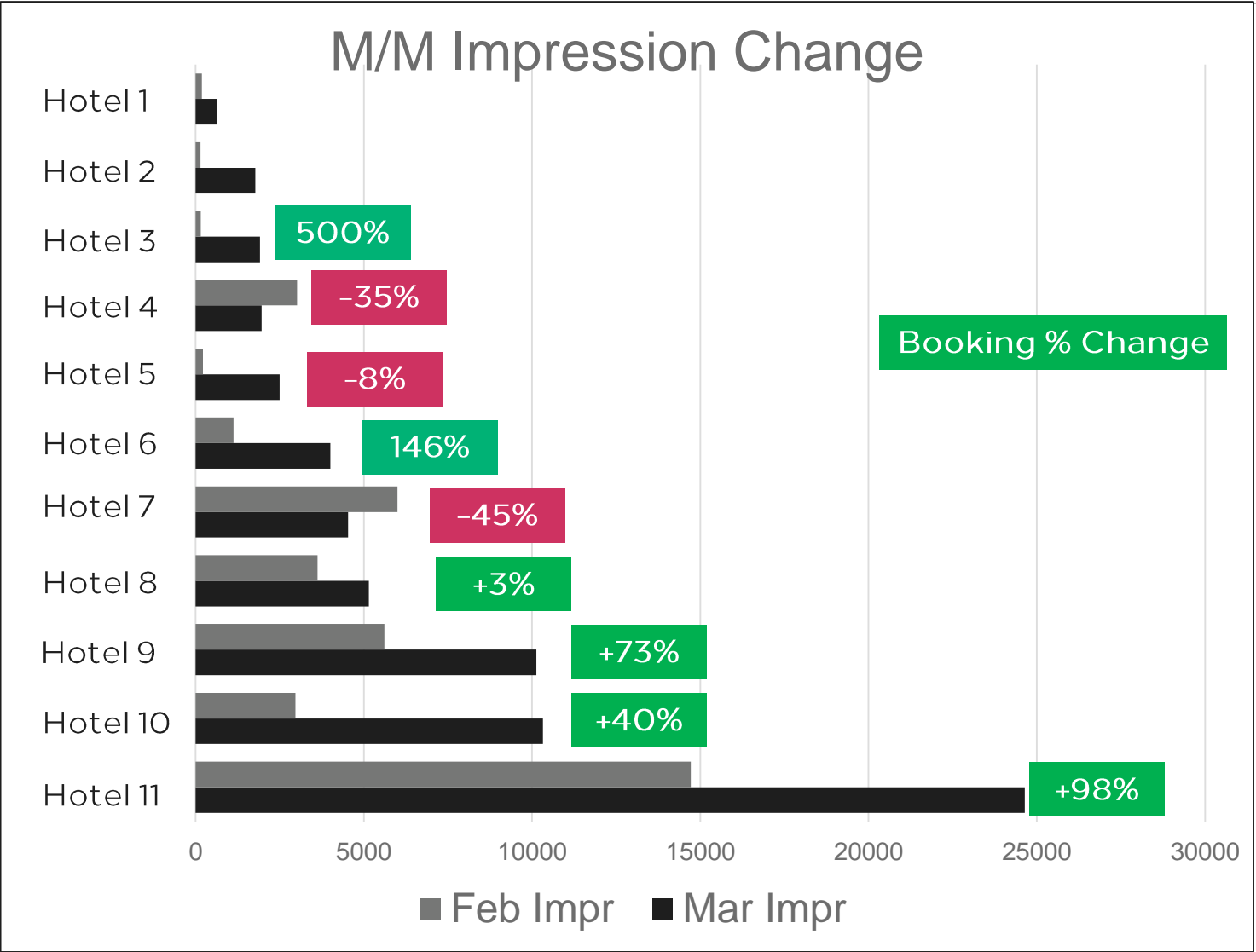
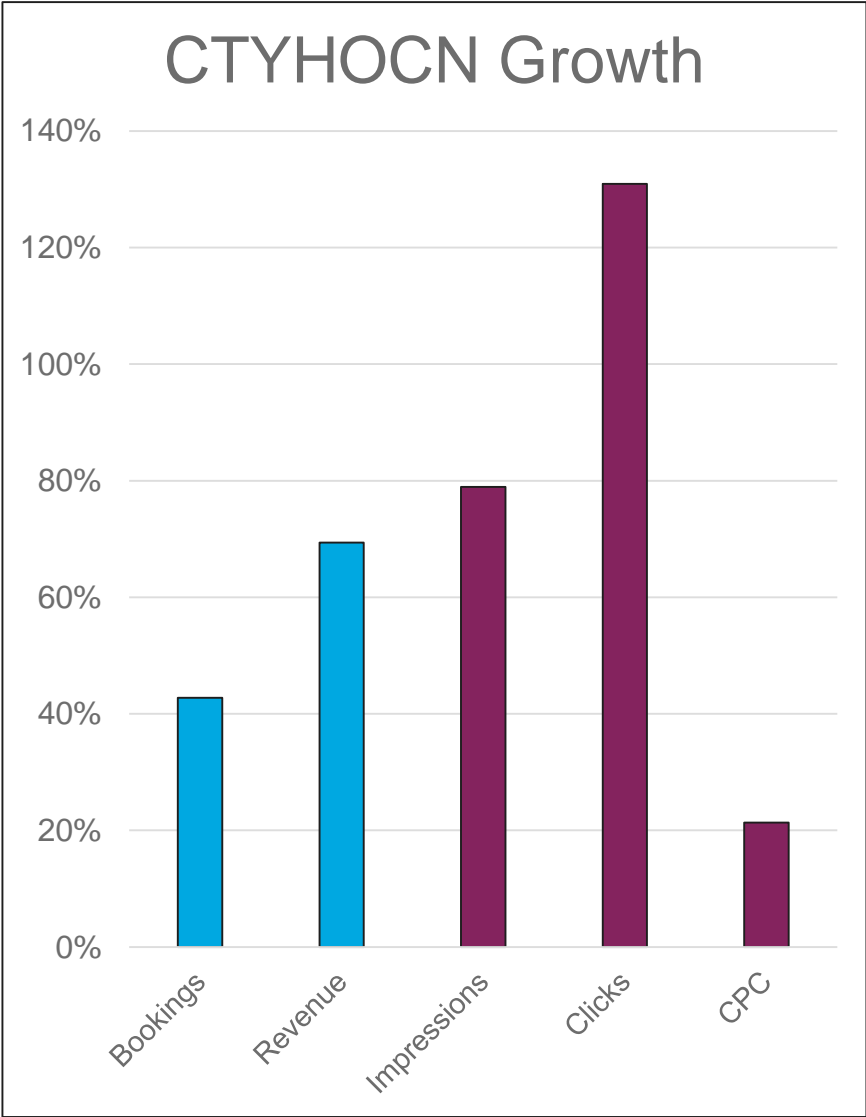
Award-winning Ocean-to-table Dining
at Cliffside Restaurant El Farallon

Make A Reservation

Book Your Los Cabos Vacation at the
Exquisite Waldorf Astoria Pedregal

HOTEL NAME SEGMENTATION

Performance



NonBrand Search: How is it used?

WHY ISN'T NONBRAND SEARCH IN OUR CORE STRATEGY?

Hilton



Cost



Efficiency



Attribution
(for now)



Competition



How does a hotel enhance Corporate Strategy?

Hilton

UNIQUE PLATFORM DESIGNED FOR HOTELS

Industry Leading Technology for Paid Media Campaigns

Hilton

Tool that empowers hotel marketing managers to work in collaboration with Hilton corporate marketing efforts. Drive additional revenue and production across a variety of channels, all while providing transparency into where every marketing dollar is spent.



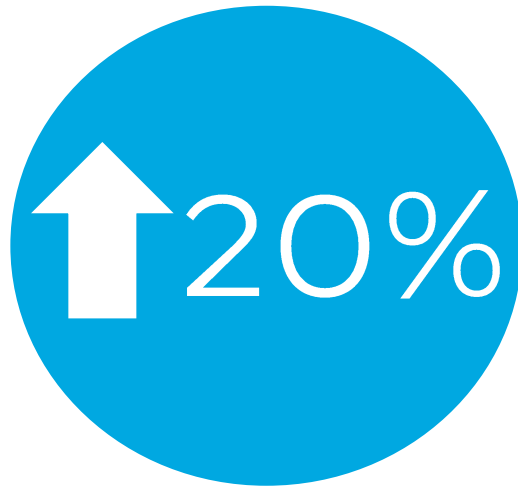
UNIQUE PLATFORM DESIGNED FOR HOTELS

Performance

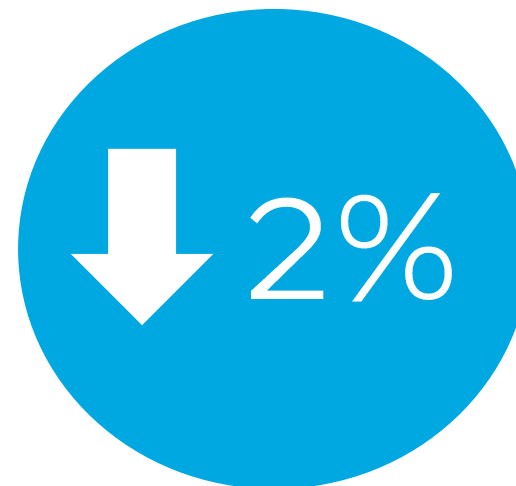


With only a 15% in Cost, this program was able to drive **34%** more clicks than previous program

CTR



CPC



UNIQUE PLATFORM DESIGNED FOR HOTELS



Campaign Type Comparison

	CTR % Difference	CPC % Difference
Generic	20.14%	-4.17%
Restaurant	26.81%	13.51%
Spa	30.11%	-6.22%
Other	16.14%	20.30%



How do we target the right customer at the right time?

Hilton

63%

book with a hotel brand other than the one they claim loyalty to

17x

more generic hotel searches than Hilton brand searches

2 in 3

hotel searches will be on smartphones by 2021

AUDIENCE TARGETING

- Start with low-hanging fruit
 - Site visitors
 - Cart abandoners
 - Length of visit on site
- Remarketing
- Customer Match
- In-Market Audiences
- Suppression Audiences
- Loyal Customers



MEET CUSTOMERS WHERE THEY ARE: MOBILE

Hilton

2 in 3

hotel searches will be on
smartphones by 2021

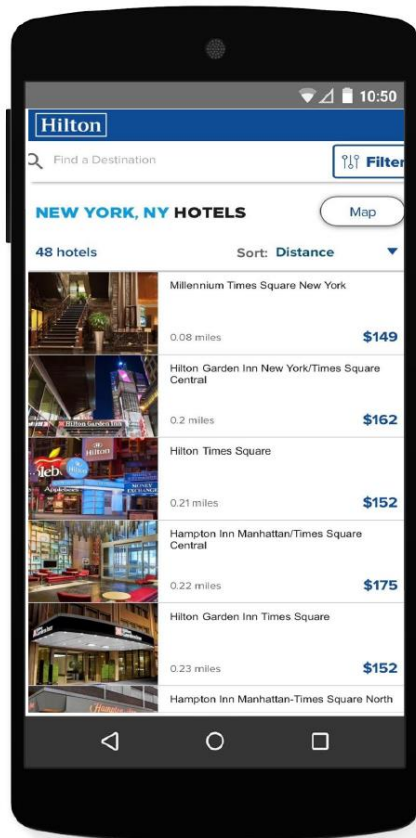
80%

use a smartphone to plan or
book some portion of their trip

MEET CUSTOMERS WHERE THEY ARE: MOBILE



Speed and ease of use are two major components to converting mobile users



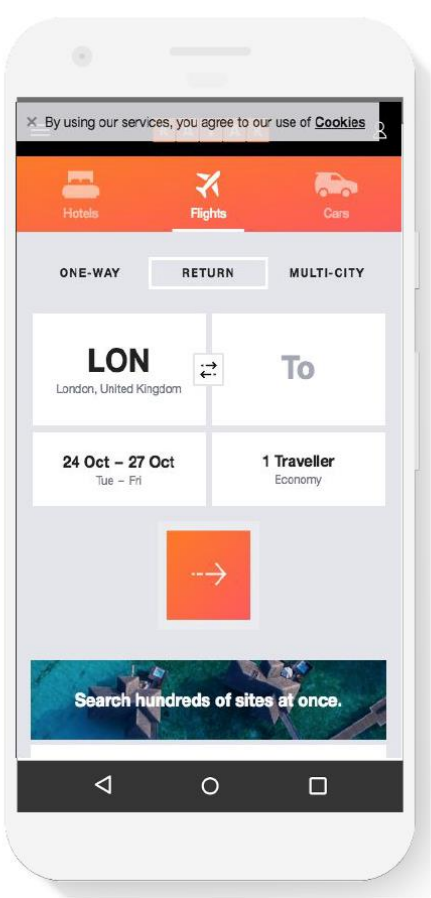
Top 3 reasons people would not make a purchase on a mobile site:

1. It loads slowly (51%)
2. It's difficult to navigate (50%)
3. It's difficult to find what I'm looking for (47%)

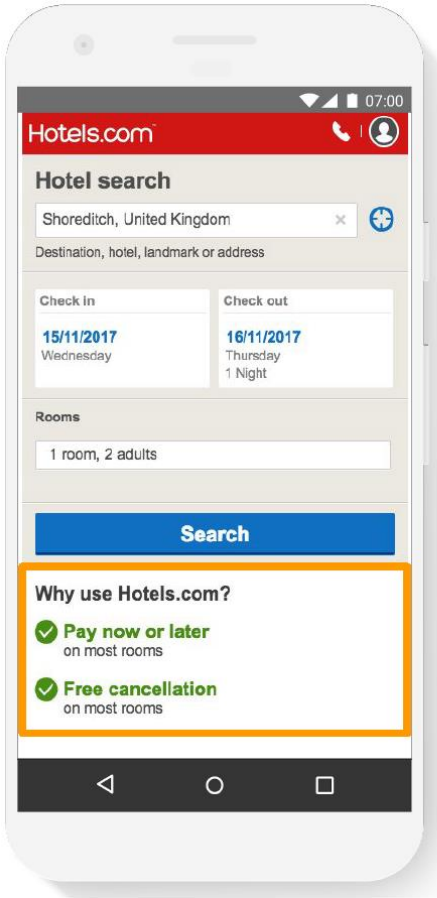
Source: Google/Heart+Mind Strategies, 'Getting Things Done on Mobile', Dec 2017, n=1,847, U.S., A18+ smartphone users

HOW COMPETITION IS ADDRESSING MOBILE

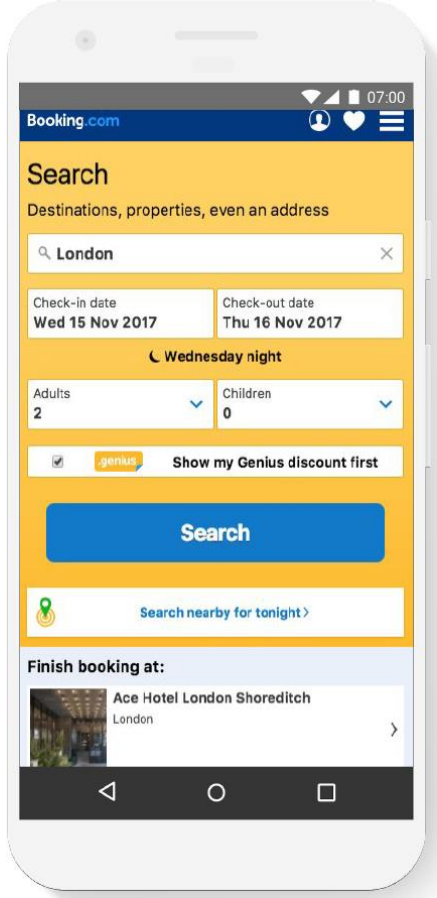
Online Travel Agents (OTAs)



Display clear CTA above the fold



Make value prop clear above the fold



Surface & show previous searches



The Global Customer

Hilton®

HOW DO WE REACH A GLOBAL AUDIENCE

In-Language Search Campaigns



تشاطفون الصناديق

الكورنيش الجديد

شبابنا جده

الواحدة البحرية

النشاطات

مشاهدة الصور

جدة

حفظ

الاجاعات السير

Google تعليق 10,229

حجز غرفة

الكورنيش، الشاطئ، جدة 23511، المملكة العربية

+966 9200 0

من التوفر

2 25 يناير السبت

قل من المعتاد

US\$ 183 Travelor

US\$ 183 الموقع الرسمي Jeddah Hiltc



as Videos Más Preferencias Herramientas

Hotels.com

Hotel Hoy. Honors Ahorra hasta 5% Tarifas Hilton, DoubleTree, Hampton.

Unete a Hilton Honors

Empez a Ganar Puntos para Noches Gratis y mas Ventajas para Socios

Videos Mehr Einstellungen Suchfilter

en)

Jetzt Ihr Hotel | hilton.com

9 800 7237018413

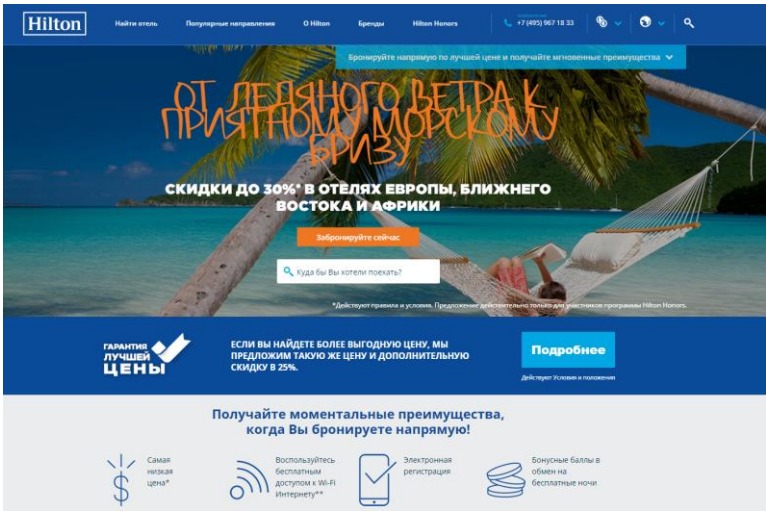
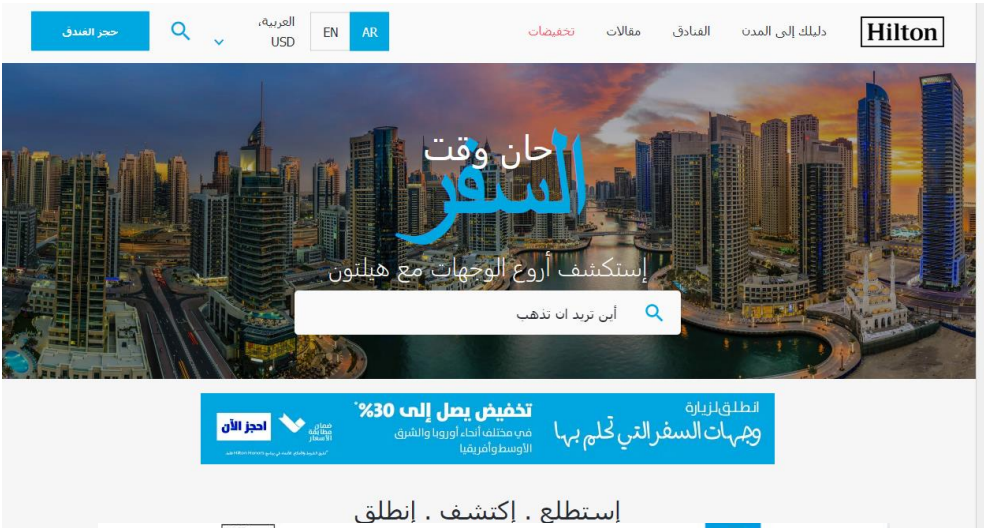
on.com buchen. -5% für Mitglieder. Buchen Sie & gratis WLAN. Hilton Honors Punkte. Digital e. Kostenloses WLAN.

Hampton Berlin City West

Hampton Hotels entdecken für einen komfortablen Aufenthalt mit Style.

HOW DO WE REACH A GLOBAL AUDIENCE?

In-Language Landing Pages



HOW DO WE REACH A GLOBAL AUDIENCE?

Search Engines specific to a region



Baidu百度

hilton

百度一下

网页

资讯

视频

图片

知道

文库

贴吧

采购

地图

更多»

百度为您找到相关结果约28,300,000个

搜索工具

搜索结果涉及价格仅作参考，请以商家官网为准

希尔顿集团官方网站

官方

遍及90个国家和地区的近5,000家酒店, 加入希尔顿荣誉客会(Hilton Honors), 预订 [希尔顿酒店](#), [华尔道夫](#), [康莱德](#), [希尔顿嘉悦里](#), [希尔顿逸林](#) 和 [希尔顿花园酒店](#) 享额外2%-5%专属优惠礼遇, 更可赚取丰厚积分, 更快获得免费住宿! 即刻官网预订, 预订热线: 400 920 667 8

[www.hilton.com.cn](#) 2020-01 - 品牌广告

【香港港丽】商业枢纽中心, 尽享奢华体验

【官方APP】即刻预订并入住享额外2,000积分

希尔顿酒店	华尔道夫酒店	康莱德酒店	希尔顿逸林	希尔顿花园
台北希尔顿	上海华尔道夫	香港港丽	上海希尔顿逸林	香港希尔顿花园
上海希尔顿	北京华尔道夫	杭州康莱德	广州希尔顿逸林	上海希尔顿花园
北京希尔顿	成都华尔道夫	杭州桐庐康莱德	北京希尔顿逸林	深圳希尔顿花园
厦门希尔顿	曼谷华尔道夫	天津康莱德	杭州希尔顿逸林	佛山希尔顿花园
三亚希尔顿	迪拜华尔道夫	沈阳康莱德	青岛希尔顿逸林	福州希尔顿花园

Яндекс

hilton

Поиск

Картинки

Видео

Карты

Маркет

Новости

Переводчик

Эфир

Колл

Мировая сеть Hilton Hotels – Высокий класс гостеприимства

реклама

Экономьте до 5%, бронируя напрямую. Присоединяйтесь к Hilton Honors. - Онлайн регистрация. Бесплатный Wi-Fi. Онлайн check-in. Баллы Hilton Honors

Гарантия лучшей цены

Всегда лучшие цены при прямом бронировании на Hilton.ru

Отели

Более 550 отелей и курортов Hilton Worldwide в 78 странах.

Официальный сайт

Узнайте больше о сети отелей Hilton Worldwide.

Популярные направления

Высококласные отели специально для вашего вида отдыха.



Testing

Hilton

PAID SEARCH BLACKOUT



Why should we buy our Brand Name when Organic is free?

Hypothesis

- Through establishing test/control groupings of customers and markets using Customer Location we'll be able to confirm any performance impact resulting from turning off CoreBrand Paid Search in each test market.

Methodology

- Identify Customers and Markets to test using expansive internal customer and market database ensuring we include all differentiating characteristics to include: location type, market size, customers within market, etc. this will be mapped to identify similar customers and markets to compare to control. We will have 10 control markets per 1 test market to reduce noise, seasonality, and other outside factors.

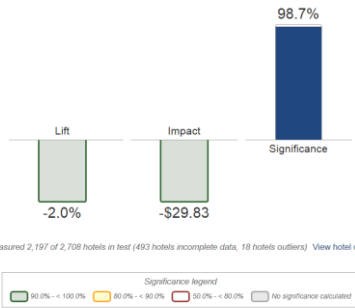
Activation

- Hilton, working with our agency, suspended CoreBrand Paid Search for 30 days targeting where the customer was located vs. what market the hotel was in.

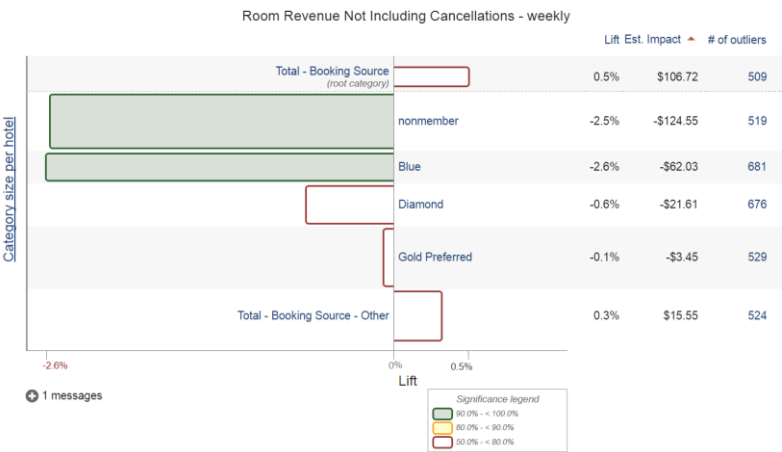
Results

- Web Direct Revenue saw a 2% decline in test markets when CoreBrand keywords were turned off
- Channels outside of Web Direct (OTA, Property Direct, Call Center) saw declines when CoreBrand Paid Search was not activated.
 - Most heavily affected was our OTA business, surprisingly
- Non-Members and Low-Tier Members saw the biggest impact with 12% declines in WD Revenue; High Tier members were least affected.
- When looking overall, only Non-Members & Low Tier Members saw an effect to Revenue

Impact to Overall WD Rev



Impact to Overall Rev by Loyalty Tier

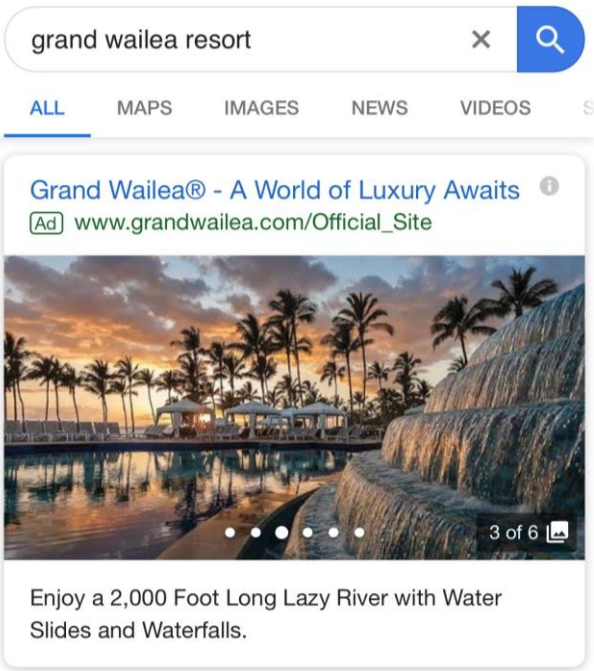
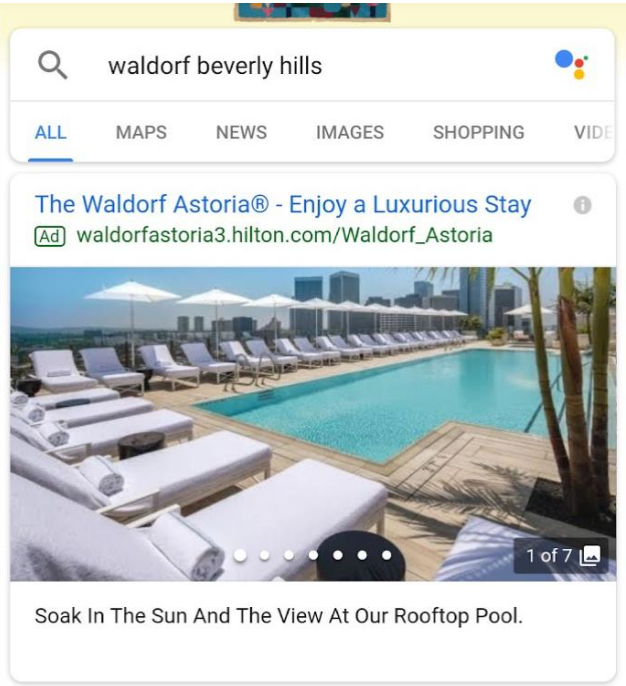


TESTING NEW MOBILE AD TYPE: A BETA TEST

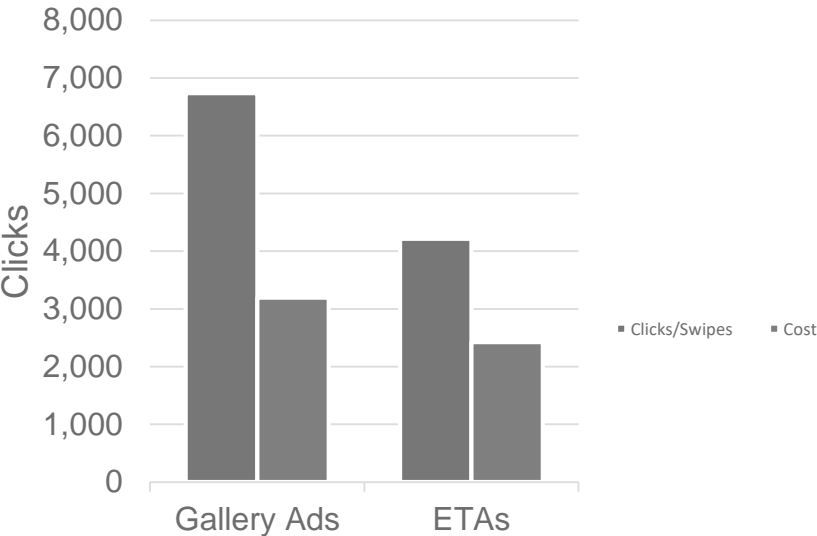


Gallery Ads (originally Story Ads)

An image focused format for mobile devices that was tested on four Waldorf Astoria properties to showcase the properties unique features.



Gallery Ads Drive 62% of Interactions



Using the visual format allowed users to engage with the brand directly on the SERP which drove incremental engagement for the tested Waldorf Astoria properties

We Are **HILTON**
We Are **HOSPITALITY**

Hilton


WALDORF ASTORIA

LXR

CONRAD

canopy

Signia
Hilton


Hilton

CURIO
COLLECTION


DOUBLETREE

TAPESTRY
COLLECTION


EMBASSY
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