

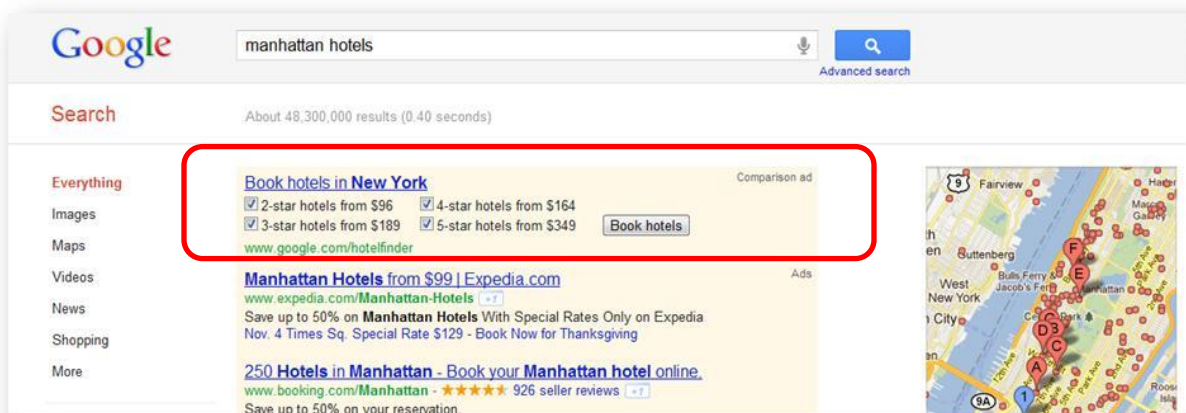
Google Hotel Comparison Ad POV December, 2011

Background

- Google Hotel Finder, the destination of Hotel Comparison ads is designed to maximize the travel consumers experience from discovery to booking
- Google Hotel Finder launched July 2011, an online hotel tool that lets users add Hotels to a short list, isolate desired neighborhoods, select travel dates, view user ratings & reviews, price compare and book through Hotel Price Ads (via reseller or suppliers)
- Hotel Comparison Ads were first introduced Fall 2011 and were eligible on <5% of queries- recently scaling to an unknown number of queries on Google.com

What is Google Hotel Comparison Ad?

- A “house ad” placement that does not participate in the auction, serves in “Top Promotional” spot above the white line within sponsored listings and drives to Hotel Finder
 - Does not impact other ads ranking on the page
 - Does not impact the number of eligible ads that can appear on the page ensuring all impressions and positions are available to advertisers
 - Does occupy the most desirable real-estate within paid results indirectly impacting the value of the available positions (e.g. pushing down the paid listings)
- Hotel Comparison ad is only eligible for hotel-related queries, appears to be serving on unbranded and US only at this time



Implications:

- Google has no immediate plans to iterate to a reseller or supplier ad opportunity at this time
 - Geared towards driving traffic to Hotel Finder and ultimately Hotel Price Ads
- With user traction Google has opportunity to emerge as one-stop research and booking platform



- Organic property link is displayed within Hotel Price Ads at point of the Booking, additional paid link opportunity exists through participation in Hotel Price Ads via API integration
- Pushes down paid real-estate available to advertisers through the auction

Industry Articles:

- <http://searchengineland.com/google-tests-hotel-finder-as-comparison-ad-104661>
- <http://www.seroundtable.com/google-hotel-ads-14458.html>

Next Steps:

- Monitor experiment evolution and impact to SEM/SEO landscape