

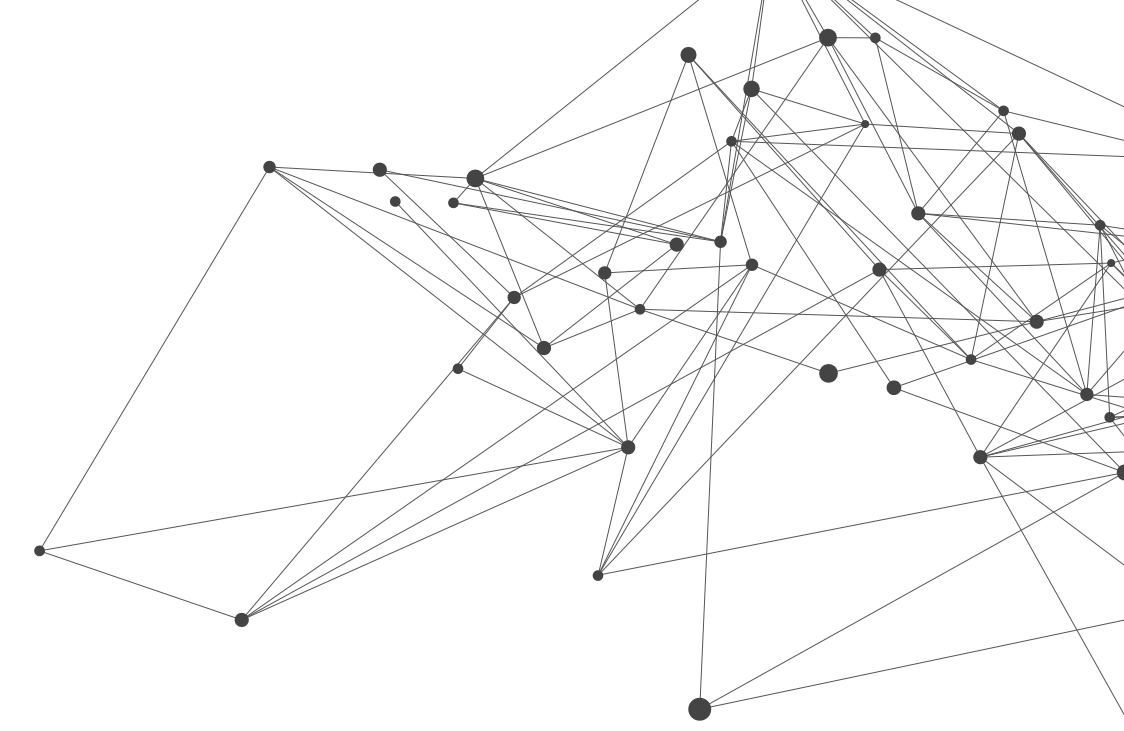


ORRA AITM

Performance Report on Selected Implementations

MARCH 2019

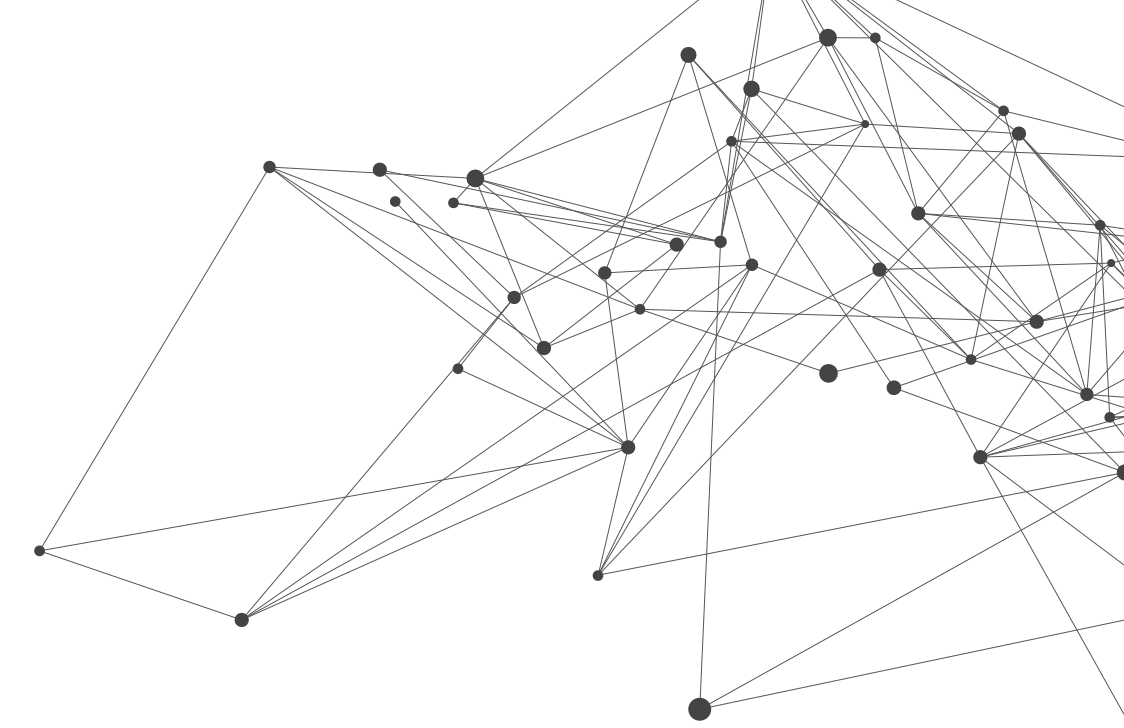
Case Study



Canadian Hotel

ORA AI

Background Information



Country of origin – Canada

- Canadian Hotel is a condo-style (under 50 luxury apartments) ski resort property in Whistler, British Columbia)
- Adwords campaigns are being managed by an American digital agency from Oregon, USA
 - Agency works on a fixed fee basis with the hotel

Period for which results are given – 1 month (1.01.2019 - 31.01.2019).

ORA AI (RoomSage) managed both branded and non-branded campaigns

Benchmark periods – **1.12.2018 – 31.12.2018**

Canadian Hotel

ORA AI

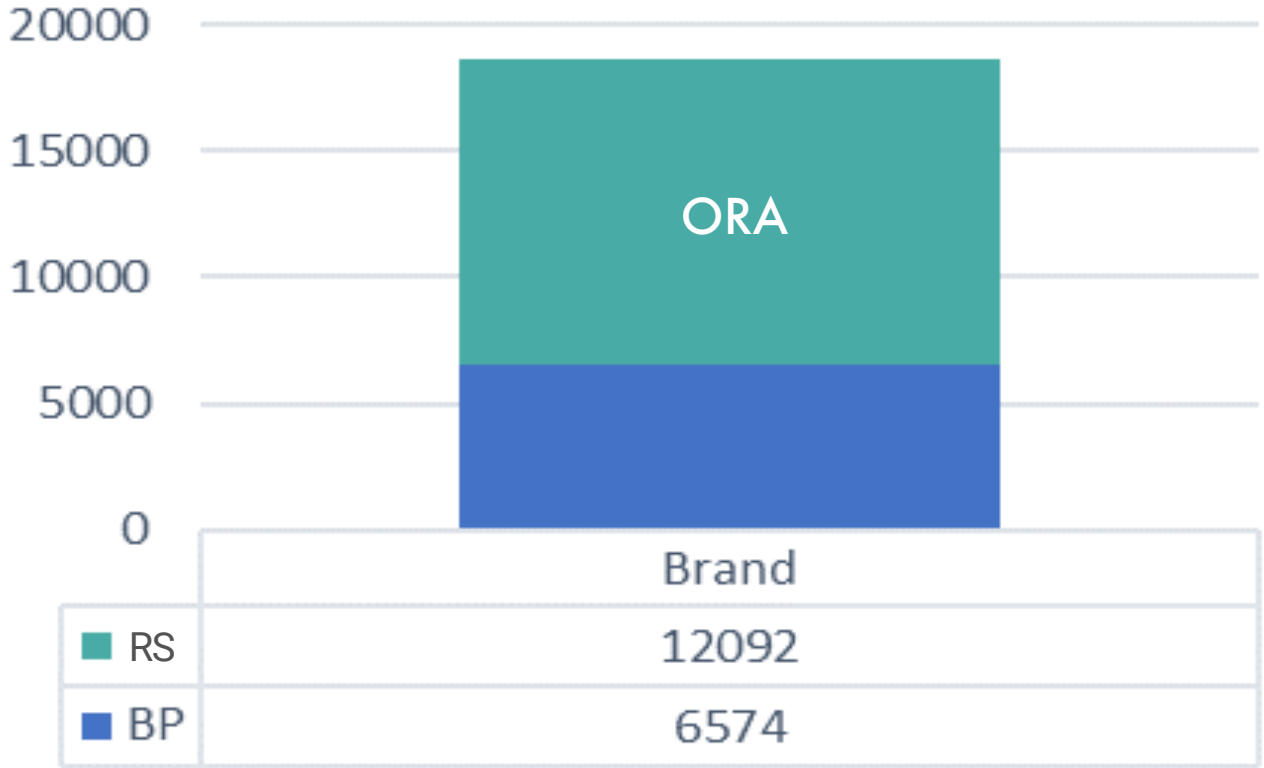
Summary of Financial Results

- Compared to the Benchmark Period, ORA AI (RoomSage) delivered higher overall “profits” (difference between hotel revenues and Adwords expenses, a.k.a. Margin on Ad Spend)

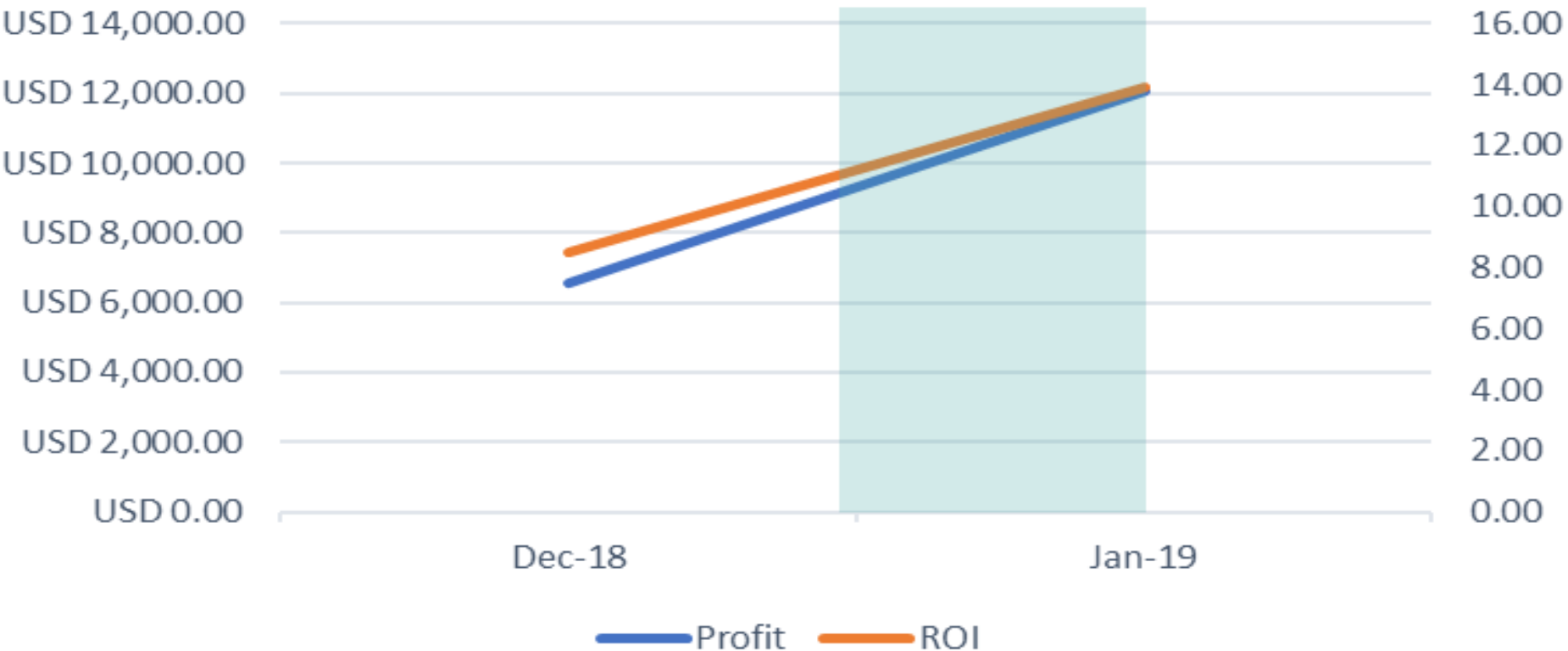
- Margin on Ad Spend (“Profit”) almost doubled overall, while ROI went from 9 to 14



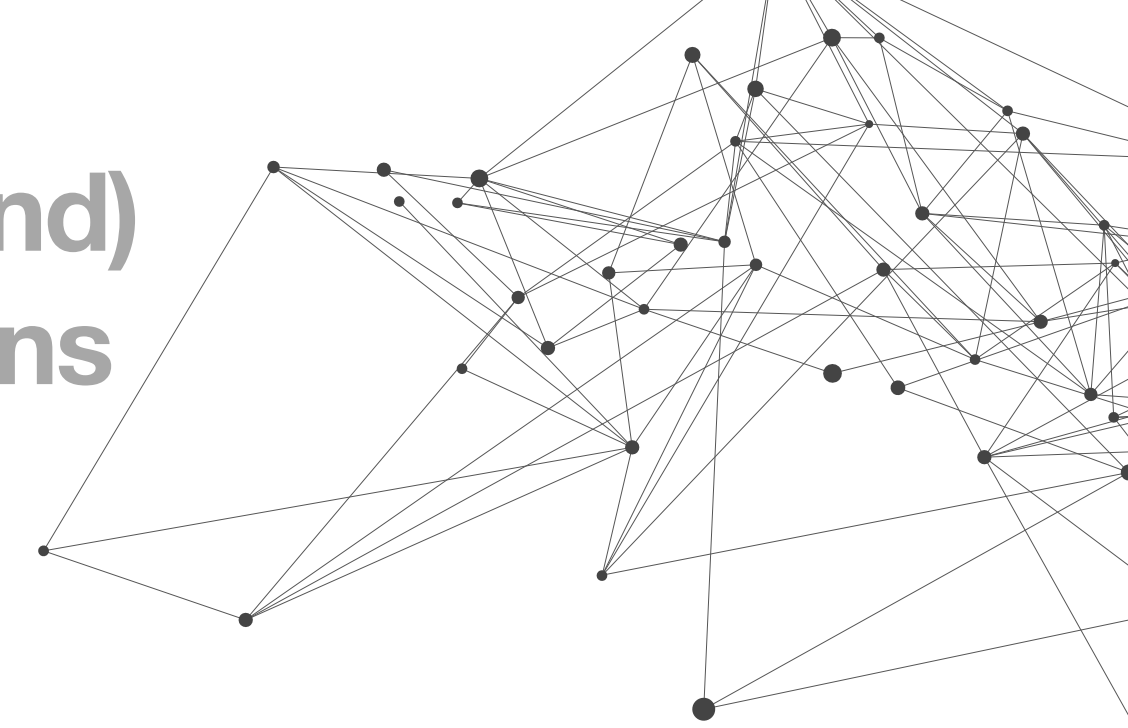
Campaign profit [USD]



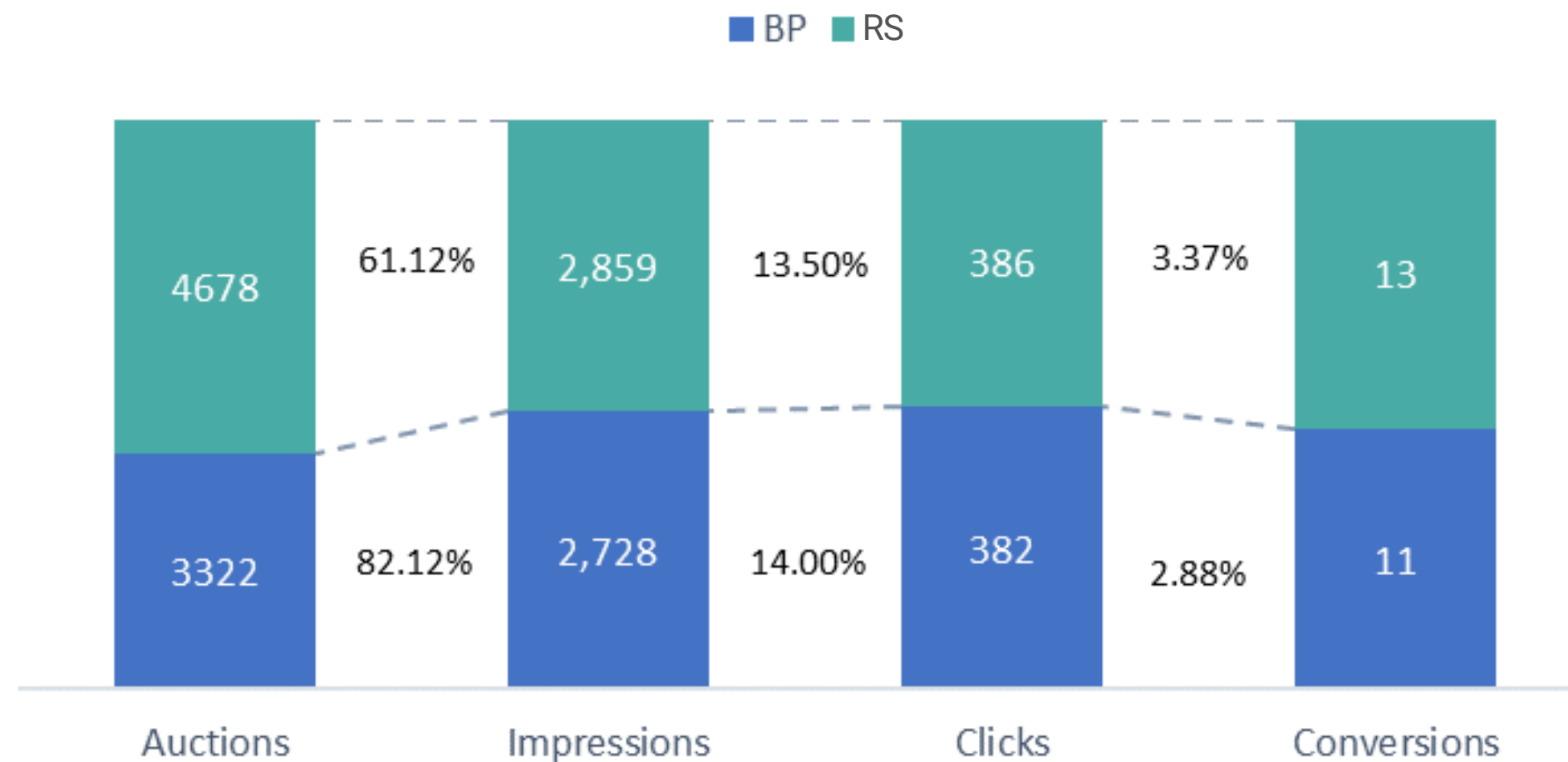
Profit and ROI 2018.02-2019.01



The increase in “Profit” (Margin on Ad Spend) occurred in the context of incremental gains in conversions¹



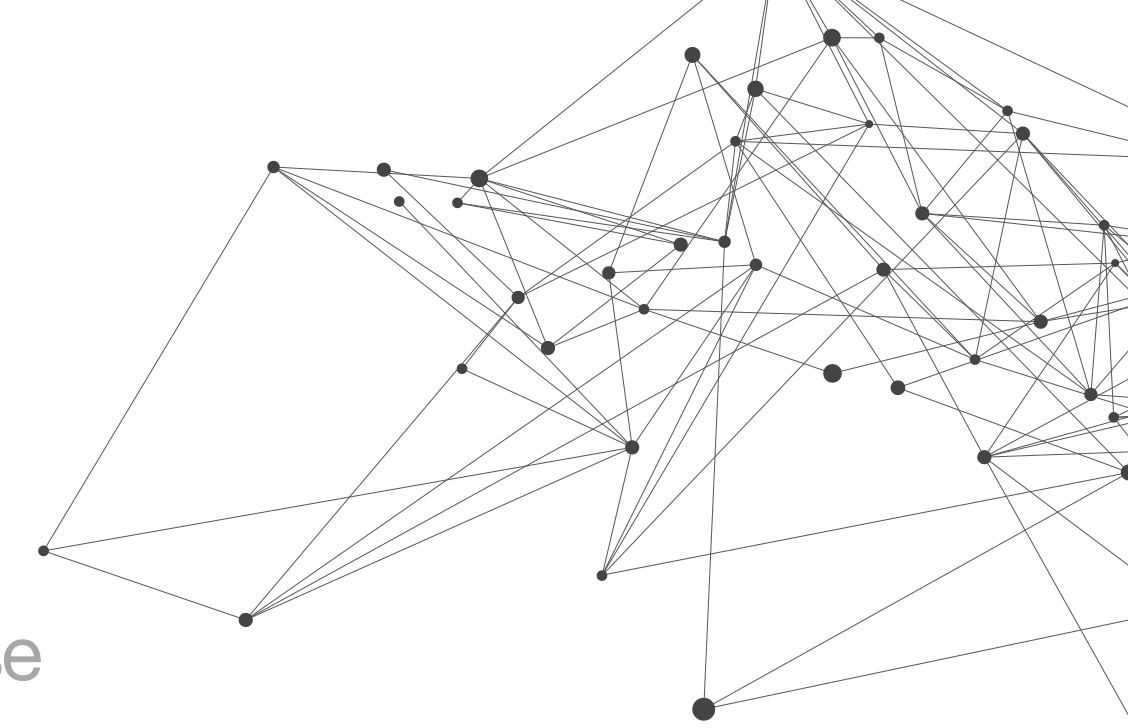
Non - financial Campaign Performance Metrics on Branded Campaigns



Under ORA AI’s management, click-through rate slightly decreased from 14.00% to 13.50%, while conversion rate increased from 2.88 % to 3.37%.

¹ Although the total conversion value more than doubled in January 2019

Other results were somewhat mixed



- Ad positioning on branded campaigns has not changed, and the CPC rose

	ORA AI	BP
Ad positioning	1.2	1.2
Cost per Click ²	\$ 2.03	\$ 2.25

- However, ORA AI significantly decreased the cost of non-performing (in both periods) non-brand campaigns
 - Reduction of over 65% (close to \$100/month in absolute terms)

² A careful analysis of particular keywords shows, that competing advertisers were generally bidding more in January 2019 than in December 2018. For instance, for a similar position on the [carleton lodge whistler] keyword (1.2 vs. 1.3) one had to pay 2.50 USD in January 2019 and 1.86 USD in December 2018. For the “carleton lodge” keyword for position 1.2 in both periods one had to pay 2.19 USD previously and 2.25 USD in the latter period.



ORRA AI TM

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