ORA AI™

Performance Report on
Selected Implementations
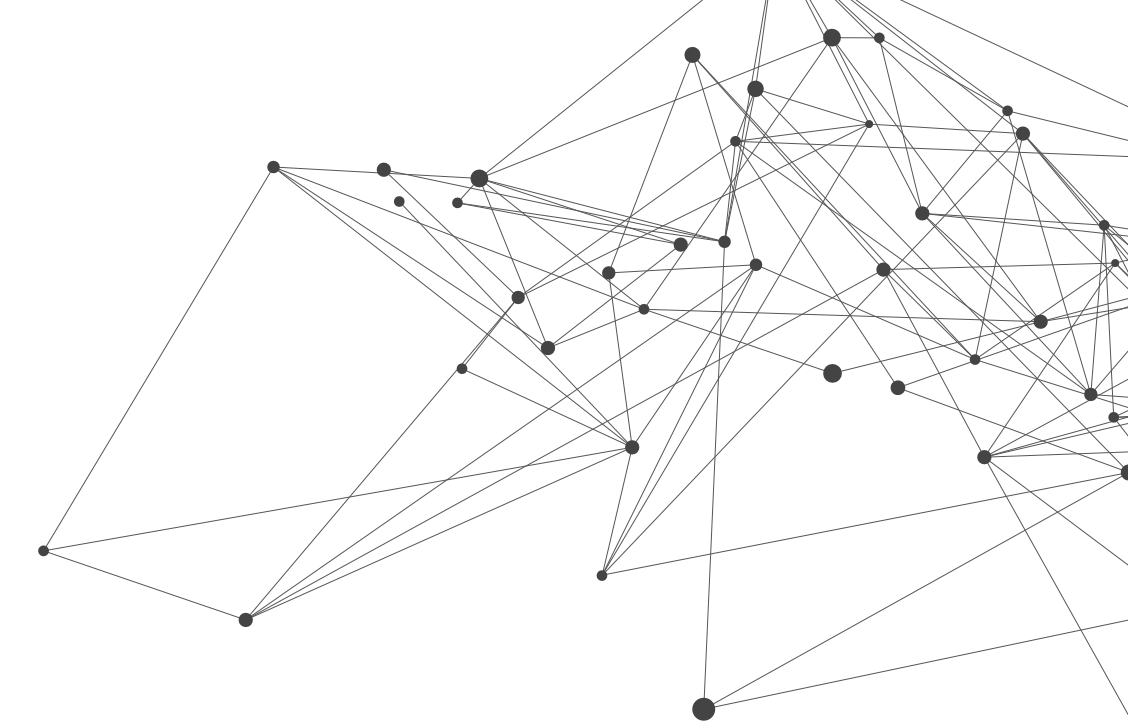
French Hotel

Background Information

Country of origin – France

- French Hotel is a 4-star, large (220 rooms) property in near Disneyland and Paris Charles de Gaulle Airport;

- French Hotel is part of an 80-hotel chain

- Adwords campaigns are being managed directly by the E-commerce department of the chain

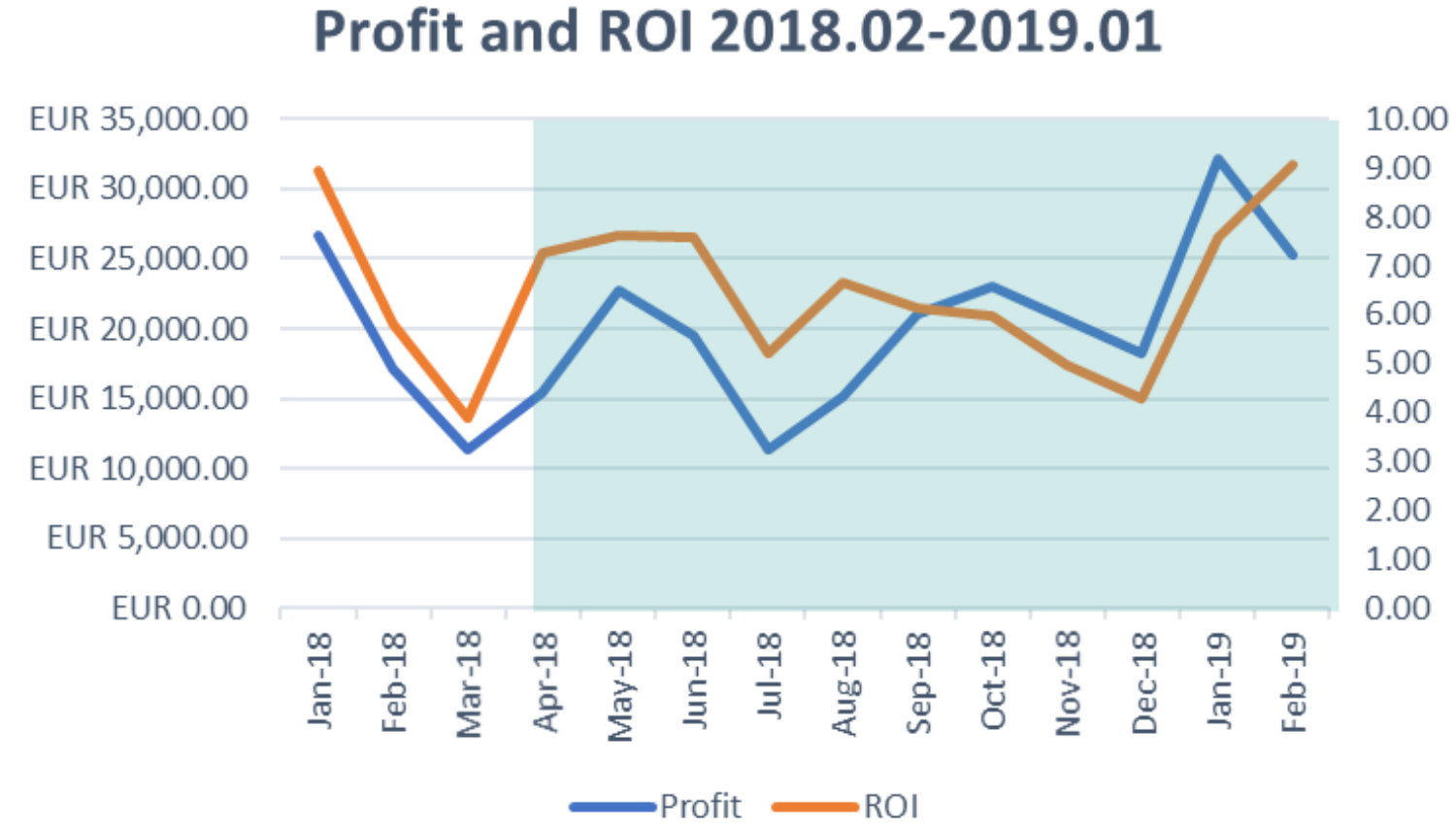**Period for which results are given – 2 months (01.01.2019 - 24.02.2019)[5]**
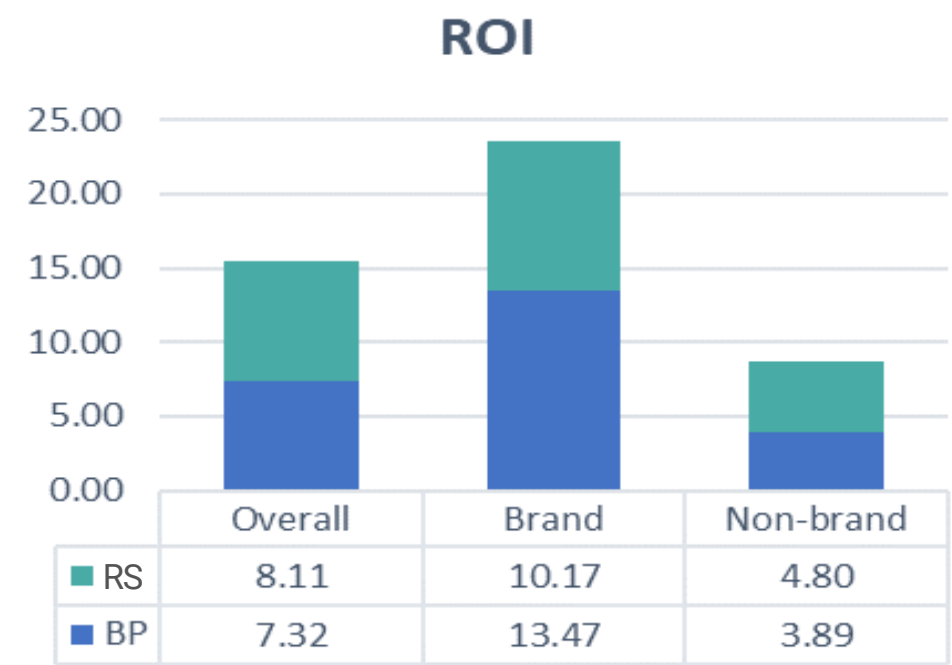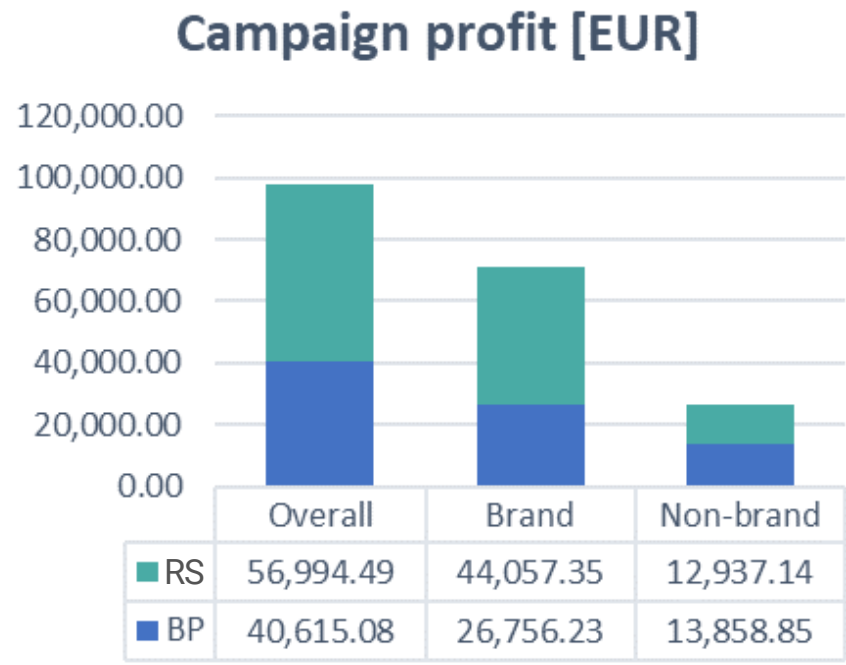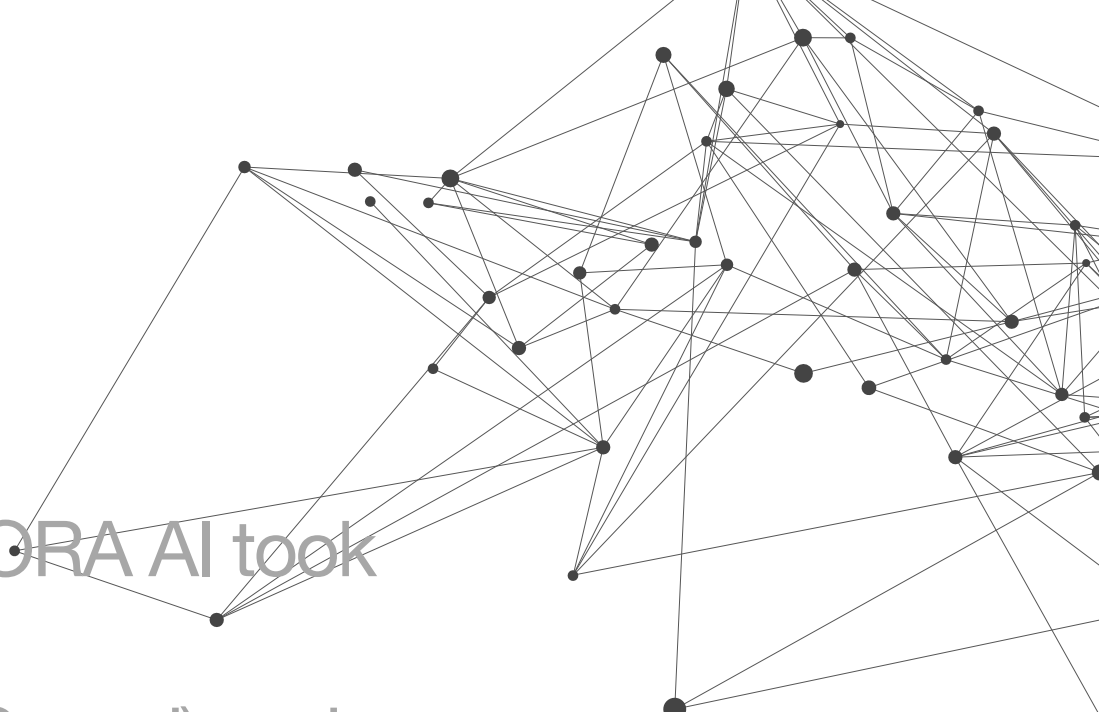
Benchmark periods **– 01.01.2018 – 24.02.2018**

[5] ORA AI Has been managing this hotel since April 2018. We have presented the latest results (the results for the period April 2018 – December 2018 are comparable with the trends presented here)
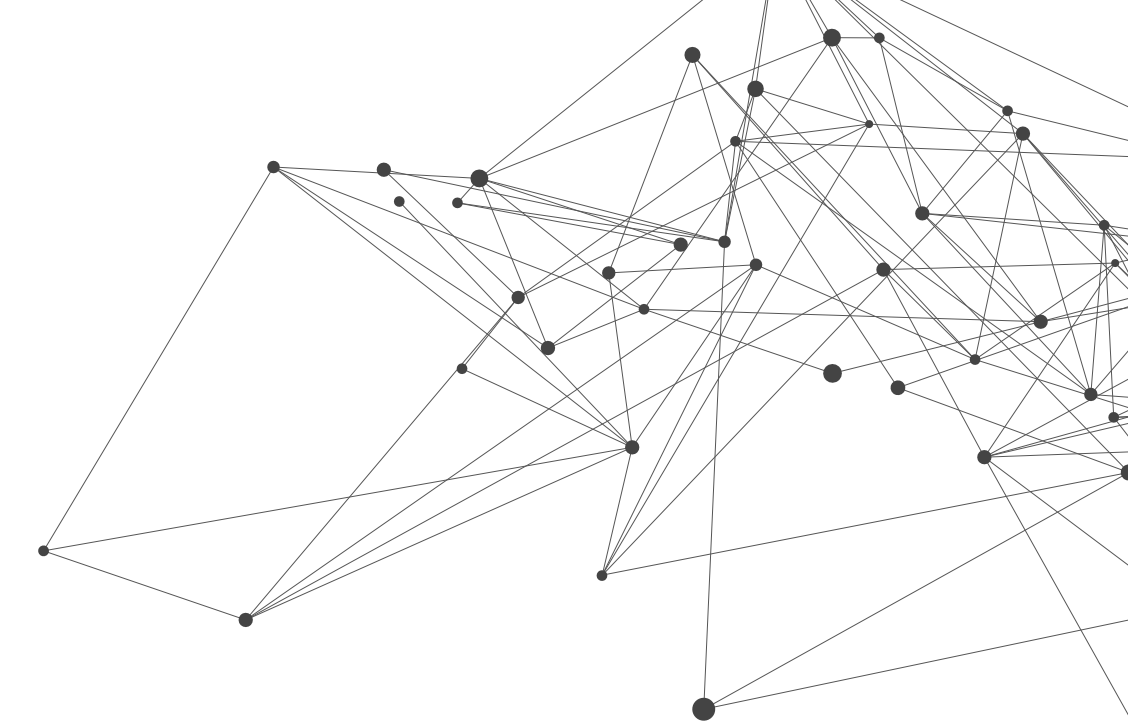
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Summary of Financial Results

- Compared to the Benchmark Period, ORA AI (RoomSage) delivered higher "profits" (difference between hotel revenues and Adwords expenses, or Margin on Adwords Spend). Likewise, ORA AI/RoomSage achieved significantly higher ROI.

- Since April 2018, when ORA AI took over bid management, "profits" (Margin on Ad Spend) and ROI have been trending up

Campaign profit [EUR]

	Overall	Brand	Non-brand
RS	56,994.49	44,057.35	12,937.14
BP	40,615.08	26,756.23	13,858.85

ROI

	Overall	Brand	Non-brand
RS	8.11	10.17	4.80
BP	7.32	13.47	3.89

Profit and ROI 2018.02-2019.01

Profit ROI

French Hotel

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Positive tendencies can be seen both on the clicks and conversions fronts

Non - financial Campaign Performance Metrics

■ BP   ■ RS

	Auctions		Impressions		Clicks		Conversions
RS	411342	18.85%	77523	13.09%	10149	3.11%	316.12
BP	883891	21.17%	187157	5.71%	10689	2.09%	222.92

French Hotel
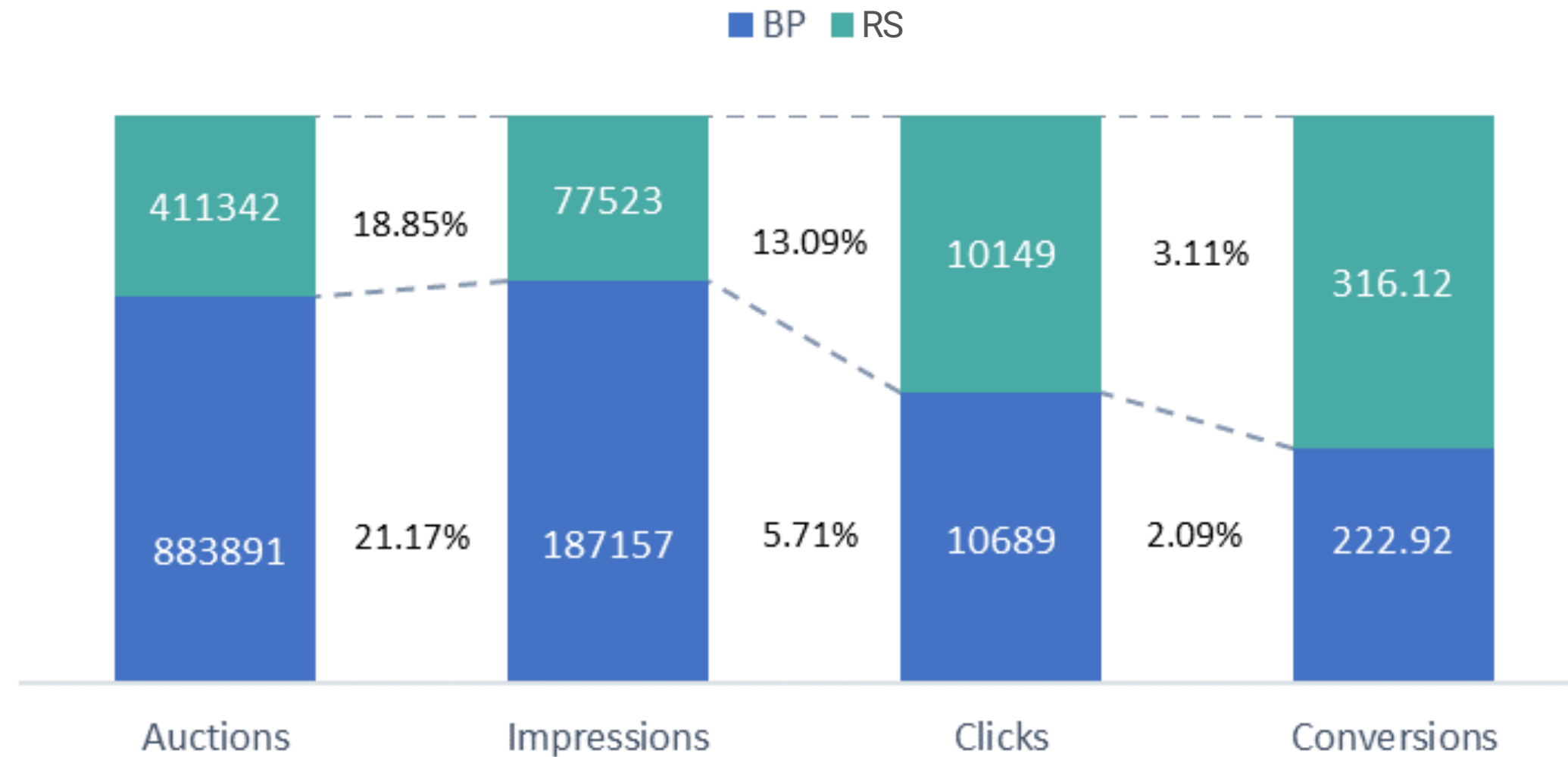
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The picture on ad position and CPC: better positioning for extra cost

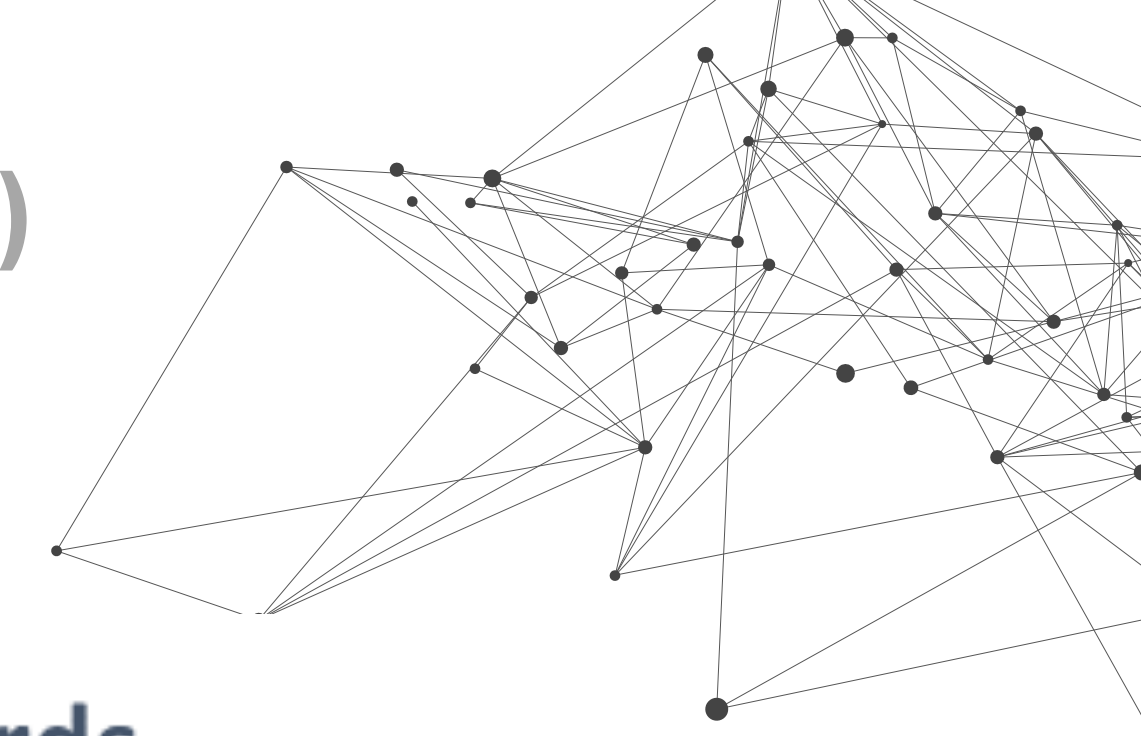- ORA AI's performance on ad positioning has markedly improved the hotel's position ...

	ORA AI	BP
Overal brand position	2.6	3.3
Branded campaign positioning	1.5	1.6
Non-branded positioning	3.0	3.5

- ... while ORA increased CPC, in some cases (e.g., on branded campaigns) quite aggressively, in order to gain conversions
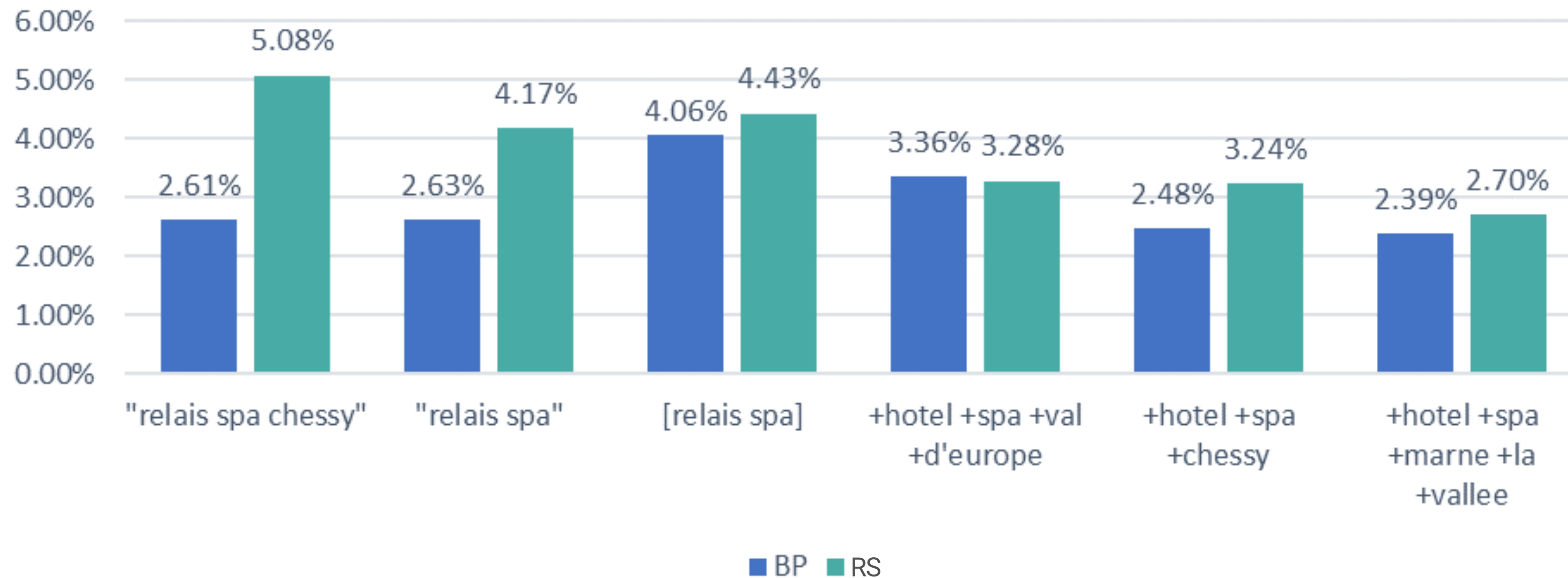
	ORA AI	BP
Average CPC overall	0,69 €	0,52 €
Average CPC - branded campaign	0,71 €	0,39 €
Average CPC - non-branded	0,67 €	0,64 €

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At the French hotel, ORA AI (RoomSage) performed well on keyword conversion

Conversion rate for highest revenue keywords

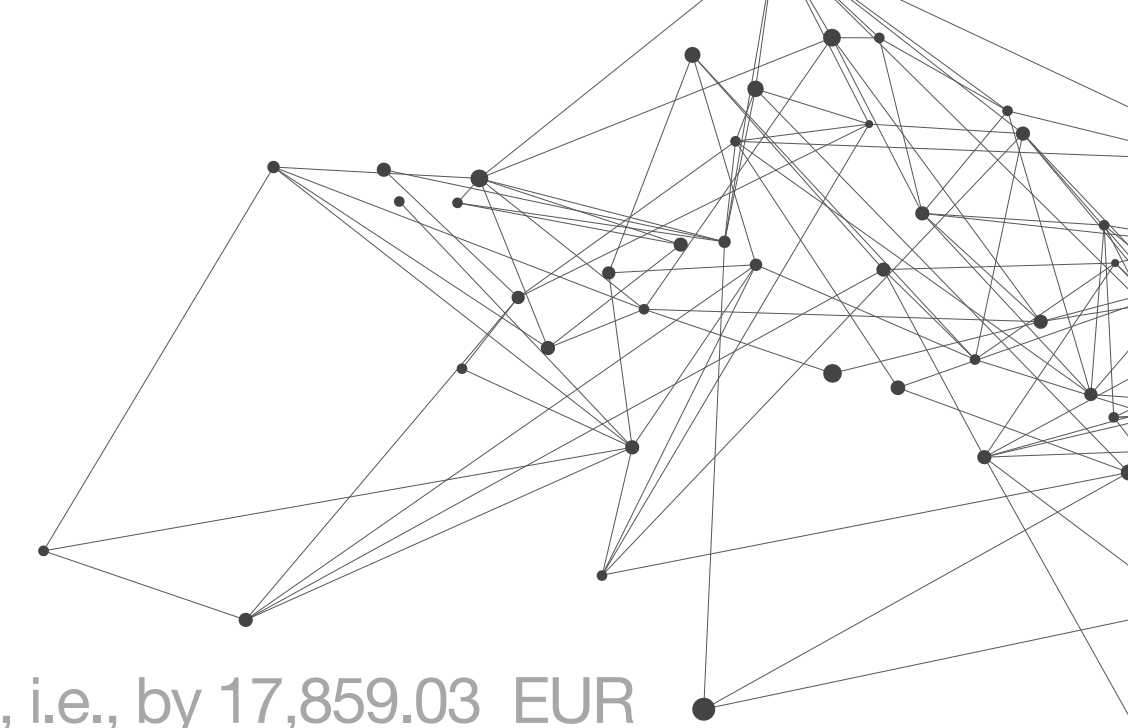| Keyword	BP	RS
"relais spa chessy"	2.61%	5.08%
"relais spa"	2.63%	4.17%
[relais spa]	4.06%	4.43%
+hotel +spa +val +d'europe	3.36%	3.28%
+hotel +spa +chessy	2.48%	3.24%
+hotel +spa +marne +la +vallee	2.39%	2.70%

■ BP ■ RS

French Hotel

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Discussion of results

Bottom line

- The total conversion value on campaigns managed was significantly higher than the year before, i.e., by 17,859.03 EUR (+38.69%)

- While campaign costs were higher compared to last year by 1,479.62 EUR (+26.67%), the profit increased significantly, i.e., by 16,379.41 EUR (+40.33%).

- ROI increased by 0.79 (+10.78%) versus benchmark

Other observations

- Competition for branded keywords increased in 2019. For slightly better position (1.5 in 2019 versus 1.6 in 2018) one had to pay over 82% more than in the previous year

- Despite some budget limitations for non-branded campaigns, and the resulting decrease in search impression share, the AI managed to keep the number of conversions at roughly similar level

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MARCH 2019