Next generation Sales & Marketing Techniques

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Industry Leader, Travel

Colegio Economistas de Valencia, feb 2008
Algunos datos relevantes
Google, un partner global

Leverage A Trusted Global Partner

#1 In Search Worldwide
62% of worldwide market share

#1 Content Network
Reaches more than 80% of worldwide Internet users – more than any other web property or ad network

#1 Brand Worldwide
Google Search: 117 languages
Google Domains: 158
Google Offices: 40 and growing
Google AdWords: 40+ languages
Google AdSense: 27 languages

Connect to Users – Wherever They Are

<table>
<thead>
<tr>
<th>North America</th>
<th>Europe, Middle East, and Africa</th>
<th>Latin America</th>
<th>Asia Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 in the US</td>
<td>#1 in the U.K.</td>
<td>#1 in Mexico</td>
<td>#1 in APAC</td>
</tr>
<tr>
<td>#1 in Canada</td>
<td>#1 in France</td>
<td>#1 in Brazil</td>
<td>#1 in Australia</td>
</tr>
<tr>
<td>#1 in Germany</td>
<td>#1 in Germany</td>
<td>#1 in Argentina</td>
<td>#1 in India</td>
</tr>
<tr>
<td>#1 in Spain</td>
<td>#1 in Spain</td>
<td>#1 in Chile</td>
<td>#2 in China</td>
</tr>
<tr>
<td>#1 in Italy</td>
<td>#1 in Italy</td>
<td>#1 in Colombia</td>
<td>#2 in Japan</td>
</tr>
</tbody>
</table>

63% reach
87% reach
79% reach
80% reach
74% reach
75% reach
71% reach
75% reach
79% reach
78% reach
78% reach
78% reach
74% reach
75% reach
56% reach
57% reach
44% reach

17 offices
14 offices
2 offices
8 offices

Google Content Network:
Part of the Google Advertising Network

Google Content Network

- Reaches 548 million worldwide Internet users, more than any other property or network
- Tens of thousands of advertising auctions occur every second to select and serve relevant ads
- Hundreds of thousands of worldwide advertisers and publishers

Hundreds of thousands of worldwide content partners

*Google Advertising Network = Google properties + syndicated search + Google content network
Sources: comScore Media Metrix (August 2007); Google internal analysis

Google Confidential and Proprietary
Advantages of the Google Content Network

**Precision & Scale**
- Reaches 548 million worldwide Internet users, more than any other property or network
- Target by categories, keywords, demographics, interests, geography, and time

**Measurement**
- Site by site placement performance report, conversion tracking, and Google Analytics
- Measure reach, ad effectiveness, and frequency

**Broad Range of Environments**
- Reach every conceivable audience in a broad range of online environments – from moms reading recipes to business professionals reading trade articles

**Various Creative Options**
- Text ads, display ads, interactive gadget ads, in-video ads, and click-to-play video ads

Sources: comScore Media Metrix (August 2007)
Una realidad indiscutible: los consumidores están cambiando

- **Watching TV**: 14 hours per week
- **Going Online**: 14 hours per week (41% of the time)
- **Listening to Radio**: 4 hours per week
- **Reading Newspapers**: 2 hours per week
- **Reading Magazines**: 1 hour per week

Source: “Entertainment and Media Consumer Survey,” JupiterResearch (September 2007)
Travel 2.0 is a new approach to Internet commerce that travel providers hope will revolutionize the way you shop for travel. Internet 2.0 is the buzzword for new technology and tactics sweeping the cyber world, and Travel 2.0 is the travel industry's adaptation of this latest craze.

Travel 2.0 is all about "empowering" users, encouraging travelers to create content online to be shared with other readers, and intertwined with the official content offered by an established travel vendor.

As the online travel market matures, users are no longer content just to find the lowest price or read destination information written by marketers. Now more sophisticated online users are looking to take control and identify the perfect trip. Along with the rise in popularity of social networking websites like MySpace and Facebook, and the virtual-reality site Second Life, the travel industry is spawning a slew of 2.0 websites specifically designed for travel discussion forums and information exchange.
Consideration Entry Point Offered at Each Step of the Online Research Process

Inspire
- Idea generator

Discover
- Identify products
- Define needs, identify short list

Refine
- Ask hard questions

Support
- Choose

Decide
- Find and Buy

Execute
- Make sure right choice

Assure
Sponsored links generate most of the traffic

comScore Media Metrix introduced "Competitive Search Marketing Reports" by examining the effectiveness of search campaigns conducted by the most-visited online travel agencies. The analysis showed that more than 50 percent of the total click-throughs to these sites were generated by sponsored ads, compared to just 11 percent across all Web search activity. Among the sites analyzed, Orbitz.com and CheapTickets.com led the pack, each receiving approximately 72 percent of click-throughs from sponsored ads.

<table>
<thead>
<tr>
<th>Property</th>
<th>Sponsored Ad Impressions (000)</th>
<th>Sponsored Click-Through Rate</th>
<th>Sponsored Click-Throughs (000)</th>
<th>Percent of Total Click-Throughs from Sponsored Ads</th>
<th>Share of Search Ad Exposures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedia.com</td>
<td>80,462</td>
<td>4.9%</td>
<td>3,906</td>
<td>62.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>Orbitz.com</td>
<td>77,463</td>
<td>4.4%</td>
<td>3,423</td>
<td>72.1%</td>
<td>32.3%</td>
</tr>
<tr>
<td>CheapTickets.com</td>
<td>50,657</td>
<td>4.0%</td>
<td>2,004</td>
<td>71.7%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Travelocity.com</td>
<td>31,374</td>
<td>6.5%</td>
<td>2,032</td>
<td>59.9%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Total</td>
<td>239,956</td>
<td>4.7%</td>
<td>11,366</td>
<td>66.1%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: comScore qSearch Competitive Search Marketer Report
Combinando los anuncios de adwords como un buen posicionamiento natural del site, se asegura de “estar en ambos lados de la carretera.”
## Online Advertising Spending in Western Europe, by Country, 2004-2010 (millions)

<table>
<thead>
<tr>
<th>Country</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Austria</td>
<td>$25</td>
<td>$31</td>
<td>$37</td>
<td>$44</td>
<td>$50</td>
<td>$56</td>
<td>$62</td>
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<tr>
<td>Belgium</td>
<td>$25</td>
<td>$35</td>
<td>$46</td>
<td>$57</td>
<td>$67</td>
<td>$75</td>
<td>$81</td>
</tr>
<tr>
<td>Denmark</td>
<td>$81</td>
<td>$94</td>
<td>$108</td>
<td>$123</td>
<td>$137</td>
<td>$151</td>
<td>$165</td>
</tr>
<tr>
<td>Finland</td>
<td>$25</td>
<td>$31</td>
<td>$37</td>
<td>$42</td>
<td>$47</td>
<td>$51</td>
<td>$55</td>
</tr>
<tr>
<td>France</td>
<td>$1,048</td>
<td>$1,554</td>
<td>$2,051</td>
<td>$2,548</td>
<td>$3,045</td>
<td>$3,480</td>
<td>$3,915</td>
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<tr>
<td>Germany</td>
<td>$337</td>
<td>$404</td>
<td>$466</td>
<td>$522</td>
<td>$578</td>
<td>$621</td>
<td>$659</td>
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<tr>
<td>Greece</td>
<td>$21</td>
<td>$25</td>
<td>$29</td>
<td>$32</td>
<td>$36</td>
<td>$40</td>
<td>$44</td>
</tr>
<tr>
<td>Ireland</td>
<td>$32</td>
<td>$56</td>
<td>$81</td>
<td>$106</td>
<td>$131</td>
<td>$155</td>
<td>$180</td>
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<tr>
<td>Italy</td>
<td>$143</td>
<td>$168</td>
<td>$199</td>
<td>$230</td>
<td>$261</td>
<td>$286</td>
<td>$311</td>
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<tr>
<td>Netherlands</td>
<td>$82</td>
<td>$122</td>
<td>$162</td>
<td>$199</td>
<td>$230</td>
<td>$261</td>
<td>$292</td>
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<tr>
<td>Norway</td>
<td>$57</td>
<td>$74</td>
<td>$95</td>
<td>$119</td>
<td>$144</td>
<td>$168</td>
<td>$194</td>
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<tr>
<td>Portugal</td>
<td>$7</td>
<td>$10</td>
<td>$15</td>
<td>$20</td>
<td>$25</td>
<td>$30</td>
<td>$35</td>
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<tr>
<td>Spain</td>
<td>$118</td>
<td>$143</td>
<td>$168</td>
<td>$193</td>
<td>$218</td>
<td>$242</td>
<td>$255</td>
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<tr>
<td>Sweden</td>
<td>$163</td>
<td>$193</td>
<td>$223</td>
<td>$253</td>
<td>$283</td>
<td>$313</td>
<td>$340</td>
</tr>
<tr>
<td>Switzerland</td>
<td>$23</td>
<td>$36</td>
<td>$52</td>
<td>$68</td>
<td>$84</td>
<td>$100</td>
<td>$116</td>
</tr>
<tr>
<td>UK</td>
<td>$1,494</td>
<td>$2,473</td>
<td>$3,636</td>
<td>$4,727</td>
<td>$5,818</td>
<td>$6,727</td>
<td>$7,454</td>
</tr>
<tr>
<td><strong>Western Europe</strong></td>
<td><strong>$3,681</strong></td>
<td><strong>$5,449</strong></td>
<td><strong>$7,405</strong></td>
<td><strong>$9,283</strong></td>
<td><strong>$11,154</strong></td>
<td><strong>$12,756</strong></td>
<td><strong>$14,158</strong></td>
</tr>
</tbody>
</table>

*Note: uses average 2005 exchange rates*

*Source: PricewaterhouseCoopers (PwC) and Wilkofsky Gruen Associates, June 2006*
Nuestra visión estratégica
Lo que creemos es una realidad indiscutible

1. “Online” is more than just a distribution channel
2. Consumers are in control and want new sources of info
3. The industry needs innovation and tools to thrive
4. Everything involves Search
Travelers’ research and purchase decision methods are changing: 30%+ consumers read online traveler-written reviews for advice

Social Site Behaviors:

- Seek fare details before committing to a purchase
- Look to other travelers’ recommendations to find the perfect personal fit
- Spread the word online if expectations fall short

Source: Forrester’s NACTAS Q4 2006 Healthcare, Travel, and Customer Experience Online Survey
Travel 2.0 & Search Engines

• Web 2.0 and search engines are in a symbiotic relationship

• Search engines are indexing all Web 2.0 content—text, video, consumer reviews, blog entries, etc.

• Online travel consumers prefer to shop around and on average visit 3 to 4 travel related sites before making a booking.

• Web 2.0 sites have increased their share in the travel planning process, but travel planning is still completed predominantly on travel web sites, in many cases (80%) using search engines to find relevant results.

Pero los consumidores están abiertos…

Ya que las decisiones de compra tienen muchas influencias

Q: “Which of the following most influenced your decision to make this travel (airfare) purchase?”

Source: DoubleClick Touchpoints IV, 2006; all respondents, N=6,121
Por eso es necesario usar todas las herramientas
Nuestra propuesta de valor
Nosotros hemos construido las herramientas, empezando por Search

Search

Ads

Applications

Natural Search

Paid Search

Network (Display, Video, YouTube)

Offline

Maps, Calendar, Picasa, Checkout, Docs & Spreadsheets, etc.
Search is a Core Consumer Behavior

20% of Search traffic to travel sites comes from Google
(5.4% from Yahoo!, 2.8% from MSN)
Search Fuses Offline with Online

- Outdoor
- Print
- TV
- Sports Marketing
- Radio

Generic Terms

Branded Terms

Customer Retention
El reto de un responsable de marketing es...

1. The Right Consumer
2. At the Right Time
3. With the Right Message
4. Through the Right Medium

Jeff

Listening to the radio

Studies LA weekend

Talks to a friend

Watching TV with family

Books hotel online
Larger, More Complex Marketing Funnel

Traditional **Analog**

- TV
- Print
- Radio
- Direct Mail
- Catalogs

New **Digital**

- Search
- Blogs
- Video
- Mobile
- Rich Media
- Online Display

Awareness

Interest

Consideration

Purchase
Summer Travel: Make the Time Investment

Crowded skies, tighter security, and local quirks make advance research, planning, and booking more essential than ever

by Alex Harper

With the end of tax season in sight, the time is approaching to think about how to spend those refunds. For many of us the answer will be a vacation, whether it's a relaxing trip to a nearby lake or an adventure on the other side of the world. No matter where they decide to go, consumers have to be smart. Packed flights and overbooked hotels can make even a trip to paradise seem like an ordeal.

As a bit of a pick-me-up from the early-April blues, this week's Five for the Money offers up some summer trip planning tips.

1. Plan ahead.

This might not be the best year for spontaneous jaunts. While booking in advance is always smart, it's especially important this summer. Irene Koenig of Santa Monica (Calif.) travel agency Let's Travel says "the phones started ringing Jan 2 and haven't stopped." For cruises, she suggests...
Having a Conversation with Consumers
Generating Interest Through Blogs and Feeds

Suite and Hostel :: Moving into Fall
02/28/2007 at 4:31 PM
Tags: Suite Hostel, Sweet Hostel

Here's our mini-mend watchtor—a quick hotel hit list letting you in on what's sweet and what's hoistle this week in the hotel world. Got it? Sweet and hoistle, is double-meaning for suite and hostel. Yeah, we crack ourselves up.

All Day Long.

Suite
- Our Paris Hotel Guide.
- Six Columbus might actually open.
- The Venetian's renovated suites.
- The Pumpkin body wrap. We don't wanna like it, but we do.

Hostel
- The Bellagio's terrible internet offerings.
- The Tides South Beach delayed until November.
- Crazy duck-head-chomping guest.
- Hotel Restaurant hype is dangerous.

by Juliana

0 Comments - Add Your Comments
By Localizing Your Results

70% of US households use the Internet for local information

Source: The Kelsey Group, March 2006
...And Ensuring Local Presence
Driving Efficient Bookings...
Mobile ~ The Next Step in the Evolution of Search
Y la respuesta es...

1. The Right Consumer
2. At the Right Time
3. With the Right Message
4. Through the Right Medium

Google Confidential and Proprietary
Top 5 Requirements of Search Marketing

1. Target consumers efficiently
2. Offer high-quality content
3. Integrate messaging across the entire funnel
4. Measure & evaluate performance
5. Test, test, test
Search Transcends Media—Integrate Your Messages
En resumen....
## Mejor relación coste-eficacia

<table>
<thead>
<tr>
<th>Soporte</th>
<th>Coste medio por impacto en euros</th>
<th>Coste de Producción (1 - 10)</th>
<th>Personalización de las creatividades (1-10)</th>
<th>Confiabilidad del Seguimiento (1 - 10)</th>
<th>Vinculación con el usuario</th>
<th>Interactivo</th>
<th>Modo de Pago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Targeting (Adsense)</td>
<td>0,0018 €</td>
<td>2</td>
<td>7</td>
<td>10</td>
<td>indirecta. Se sirve por perfil del site</td>
<td>SI</td>
<td>CPM Subasta</td>
</tr>
<tr>
<td>Adwords en Content (Adsense)</td>
<td>0,0023 €</td>
<td>2</td>
<td>8</td>
<td>10</td>
<td>directa por contenido leído</td>
<td>SI</td>
<td>CPC Subasta</td>
</tr>
<tr>
<td>Adwords en Search</td>
<td>0,0063 €</td>
<td>1</td>
<td>10</td>
<td>10</td>
<td>directa por consulta del usuario</td>
<td>SI</td>
<td>CPC Subasta</td>
</tr>
<tr>
<td>Radio</td>
<td>0,0067 €</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>indirecta. Se sirve por perfil de programa y emisora</td>
<td>NO</td>
<td>Tarifa</td>
</tr>
<tr>
<td>Televisión</td>
<td>0,0100 €</td>
<td>10</td>
<td>1</td>
<td>4</td>
<td>indirecta. Se sirve por perfil de programa y cadena</td>
<td>NO</td>
<td>Tarifa</td>
</tr>
<tr>
<td>Publicidad Web</td>
<td>0,0151 €</td>
<td>2</td>
<td>7</td>
<td>10</td>
<td>indirecta. Se sirve por perfil del site</td>
<td>SI</td>
<td>CPM Fijo</td>
</tr>
<tr>
<td>Prensa y Revistas</td>
<td>0,0300 €</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>indirecta. Se sirve por perfil de programa y publicación</td>
<td>NO</td>
<td>Tarifa</td>
</tr>
</tbody>
</table>

Los datos del coste medio por impacto se han calculado como el número total de anuncios vistos en relación con el precio pagado por ello. Se han tomado como referencias medias de soportes y condiciones de descuento propios de grandes anunciantes. Al tratarse de medias y estimaciones los datos pueden variar y toda decisión tomada sobre la base de los mismos será sólo responsabilidad del anunciante.
Soportes básicos a utilizar en la campaña

- **Adwords for Search**: anuncios en nuestro buscador cuando haya consultas relacionadas con Nicaragua como destino turístico, directa o indirectamente. El coste se mide por cada click que se produzca en el anuncio de texto que conduzca a la página web.

- **Contextual Targeting**: banners ajustados a vuestra imagen de campaña general off line que aparezcan en sites de la Google Content Network cuando en ellos se publique un contenido relacionado con el destino turístico, directa o indirectamente. El coste se mide en este caso por cada click que se produzca en el anuncio de texto que conduzca al site de Nicaragua.

- **Placement Targeting**: banners ajustados a la imagen de campaña general off line que aparezcan en sites ajustados al perfil de viajero a Nicaragua, así como anuncios de video en los mismos, continuando y complementando la campaña de televisión, ya que se usaría el mismo spot. El coste se mide en este caso por CPM, es decir, por 1.000 veces que sea visto el banner o el video.
Ejemplos de anuncios en Search
Ejemplos de anuncios en Contextual Targeting
Google enables you to achieve your **marketing objectives** by connecting people to the things they care about.
Google helps match advertisers with consumer demand

We help you achieve your **marketing objectives** by connecting people when they’re doing the things they care about.

**Google**
- Find info on using the metro
- Watch Paris video guide
- Find local hotel listings
- Get views on the best clubs
- Update myspace profile
- Get directions to the Latin Quarter
- Check local news stories
- Find the closest restaurant
- Shop for a guide book
- Post a photo of “me on the Seine”
Themes for 2008

1. Don’t bet against the internet – Consumer behaviour is fundamentally changing, and drivers are sustainable.

2. Outcomes: a) Community flourishes, b) commerce booms, c) user-generated content explodes.

3. Key for marketers: Experiment, engage, reinvent.

4. Google: Search & Ads for HTML, mobile, local, video, etc…
Gracias