

# Metasearch **Outpaces Google PPC By 631%** to Carry Edge Hotel Through Pandemic

## THE BACKGROUND

Located near Columbia University Medical Center and New York Presbyterian Hospital, Edge Hotel is a sleek boutique hotel that offers guests a modern feel and beautiful sights in one of New York City's most historic neighborhoods, Washington Heights. Edge Hotel combines a culture-rich community with easy access to Midtown Manhattan, allowing travelers to enjoy their stay in the historic neighborhood while enjoying all New York has to offer.

## THE CHALLENGE

Pay-per-click (PPC) advertising has historically out-paced metasearch, but that's no longer the case. Beginning with the COVID-19 pandemic and through 2020, Edge Hotel, like many hotels around the United States, saw traditional methods such as Google PPC begin to suffer. With a drop in PPC conversions and direct bookings, Edge Hotel needed another solution.

## THE SOLUTION

One of the fastest-growing hospitality marketing tools since the start of 2020 has been metasearch. As the landscape has shifted due to the pandemic, travelers have changed how they go about researching and booking their accommodations. Metasearch marketing, which pulls in your hotel property, rates, and inventory on metasearch engines like Google, TripAdvisor or Kayak, is delivering 2-3 times higher return on ad spend (ROAS) compared to PPC by listing properties alongside online travel agencies (OTAs) and booking site competitors.

## THE RESULT

As the pandemic settled in and Google PPC struggled, Edge Hotel was able to lean on metasearch to push through the turbulence in the hospitality industry. Metasearch outperformed Google PPC by 243% across the entirety of 2020, including by 631% in the second half, proving metasearch performs better during challenging market conditions. That was especially clear in the final six months of the year. While Google PPC ROAS struggled at 2.41 points in the second half of 2020, metasearch ROAS had incredible performance at 17.62 points on average.

# 243%

GREATER ROAS ON METASEARCH VS PPC  
IN 2020

# 631%

GREATER ROAS ON METASEARCH VS. PPC  
IN SECOND-HALF 2020 DURING PANDEMIC



To discuss your business challenges and see how we can help, please contact Brian Fitzgerald, VP Digital Strategy, at **(978) 465-5955, ext. 221, or [bfitzgerald@orourkehospitality.com](mailto:bfitzgerald@orourkehospitality.com).**