

Combating Clickbait Strategy With Consumer Claims on Metasearch Engines

Case Study

The Situation

We noticed an increasing number of clickbait incidents on metasearch engines (MSEs). Customers are enticed to click on OTA ads because of lower rates however, they are misled as these rates are either unbookable or a form of false advertising.



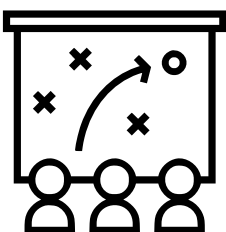
The Challenge

Test reservations can't be used as a solution as there is either no inventory to book, it's a different hotel so no need to book, or if it's a case of false advertising, we don't need to know who the wholesaler is, we just want to stop the false advertising.



The Fornova Strategy

We selected 3 hotels, we made 24 claims on behalf of consumers on Google, Tripadvisor and Trivago over a period of a month.



The Results

- TripAdvisor: After 19 days, the offending OTA stopped bidding for the hotel.
- Google: The offending OTA was undercutting the hotel 69% of the time with an average price difference of 9%, this was reduced to 36% with an average price difference of 4%
- Trivago: We found no changes in the behavior of the offending OTA



Conclusion

The optimal strategy for dealing with clickbait tactics is to combine both consumer and hotel claims on the metasearch engines.

