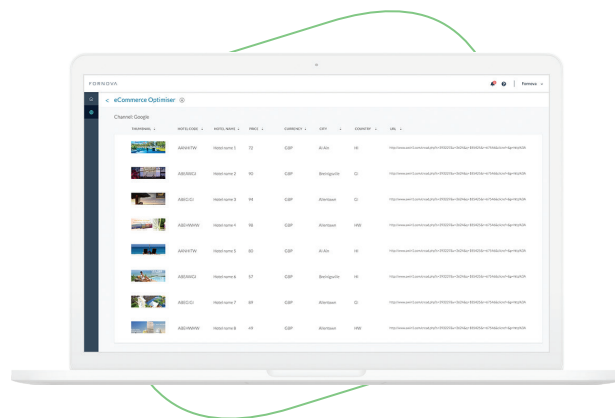# FORNOVAEC
E-Commerce Optimizer

Smarter online marketing campaigns & better conversion for hotels

FornovaEC enables hotel chains to run efficient and effective programmatic campaigns while increasing conversion, so they can maximise their digital marketing ROI.

Fornova E-Commerce Optimizer was created to help any hotel chain that is running programmatic, retargeting or prospecting campaigns with either Google, retargeting and prospecting agencies (e.g. Criteo). Handing over optimized content, such as hotel image, hotel name, tagline and most importantly dynamic, compliant and personalized rates for each market to the chain's programmatic agency, results in dramatically more efficient budget management and ensures your campaigns are aligned with the chains goals. campaigns are optimized based on Fornova's proprietary Distribution Intelligence software. The combination of social, affiliate, display, programmatic and paid search, paired with parity and occupancy data, results in advanced bidding.

- Over 80% of global advertising budgets will be spent programmatically this year.
- Hospitality firms spend 54% of their digital ad budgets on search and 40% on display. While search is expected to continue to receive a larger share of budget compared with display, researchers believe the balance may tilt a bit in the future, because retargeting is driving an increase in programmatic ad spend.
- 12% of hotel reservations are made through metasearch engines.

Business benefits

- Drive traffic and more direct bookings to your brand.com site
- Reduce the average cost of acquisition
- Maintain the customer relationship, instead of OTAs owning it
- Stop wasting budget on branding campaign trials while your ad agency learns how to increase conversion
- Achieve more than 4.7x increase in ROI on programmatic campaigns
- Incur zero IT setup cost or maintenance overhead

Data feed customization
Personalised & dynamic content & rates to all display & programmatic campaigns, channels & directories
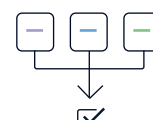

Budget optimization
Occupancy & parity-driven display, programmatic and retargeting campaigns

Risk-free Google distribution
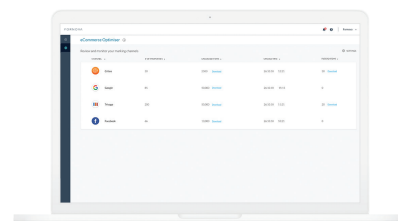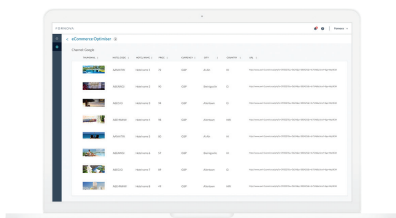Advertise on Google Hotel Ads, only pay for the clicks that deliver actual guests, never pay for canceled bookings

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With FornovaEC, E-Commerce and Marketing executives in hotel chains can:

- Continue working with all existing agency partners; we work with all leading advertising and programmatic agencies and vendors, and can easily integrate with any new partners

- Ensure their advertisers display dynamic campaigns with "from rates" that are compliant, appealing, and transparent

- Shift budgets between properties according to occupancy levels or parity issues, automatically activating campaigns for the properties that need it most using efficiency buckets and other levers

- Ingest occupancy levels on property level – so you don't spend on PPC when your hotel is full

- Automatically generate compliant from-price that meet all regional advertising standards and laws

- Change messaging based on booking behaviour (e.g. full price vs. discount, increase booking frequency by setting triggers)

- Retarget guests with more personalized rates depending on the lead time to intended stay date

- Add personalized promotions to retargeting ads automatically

- Boost conversion with dynamic deep-links, which land guests on the correct page with advertised price

- Automatically generate market level ad content to enable your campaigns to retarget guest intent more accurately – increasing CTR

- Dynamically inject third-party data such as TripAdvisor reviews to increase CTR and conversion

- Incorporate concatenation and ingesting margin and performance data from any source

- Benefit from built-in currency conversion support and compliant from-price

Distribution Channels

Google   tripadvisor   skyscanner   wego

trivago   KAYAK

facebook