

YIELD & DIGITAL

Management Marketing



A turnkey tool by Y-PAD & PRODIGITAL

CONTENT TABLE

YIELD MANAGEMENT TOOLS... ..	1-11
Demand fluctuation.....	1
Ratios Planning.....	2-3
Monthly Pick-up.....	4
Revenue statistics.....	5
N vs N-1 Comparative.....	6-7
Performance.....	8
Load Up.....	9-10
Bench.....	11
DIGITAL MARKETING STRATEGY.....	2-20
Mobile and Desktop.....	11-12
Video.....	13
Campaign targeting	13
Analytics/Reports.....	15
Search.....	15
Social.....	17
Budget example.....	19

Hôtel NAME

60 chambres

Année 2020

i

Date	1-janv	2-janv	3-janv	4-janv	5-janv	6-janv	7-janv	8-janv	9-janv	10-janv	11-janv	12-janv	13-janv
Jour	Mer	Jeu	Ven	Sam	Dim	Lu	Mar	Mer	Jeu	Ve	Sam	Dim	Lu
Séjour min													
Fermée à l'arrivée													
TO en %	0	0	0	0	0	0	0	0	0	0	0	0	0
PM	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
REVPAR	0	0	0	0	0	0	0	0	0	0	0	0	0
Revenu	0	0	0	0	0	0	0	0	0	0	0	0	0
Meilleur taif													
Categorie1	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Categorie2	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Categorie2	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Tarif le plus bas													
Categorie1	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Categorie2	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Categorie3	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €
Montée en charge													
Nuitée													
Revenu													
PM													

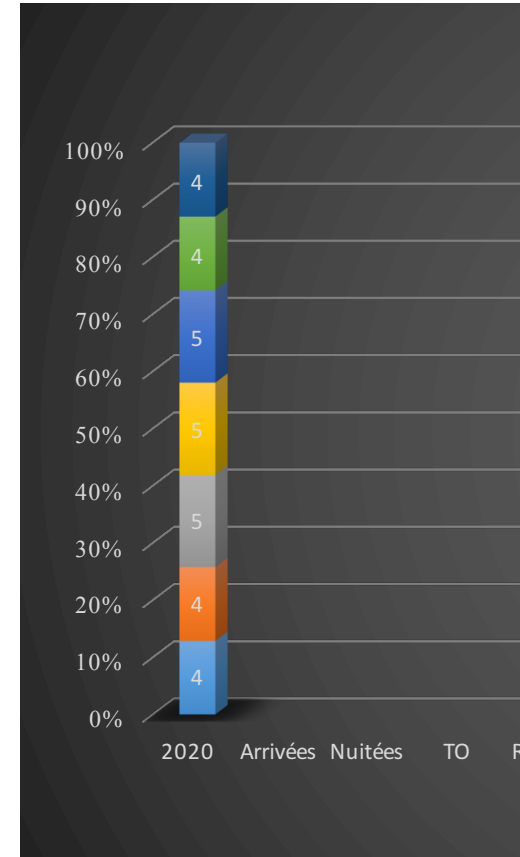
J
A
N
V
I
E
R

Comparatif N vs N-1

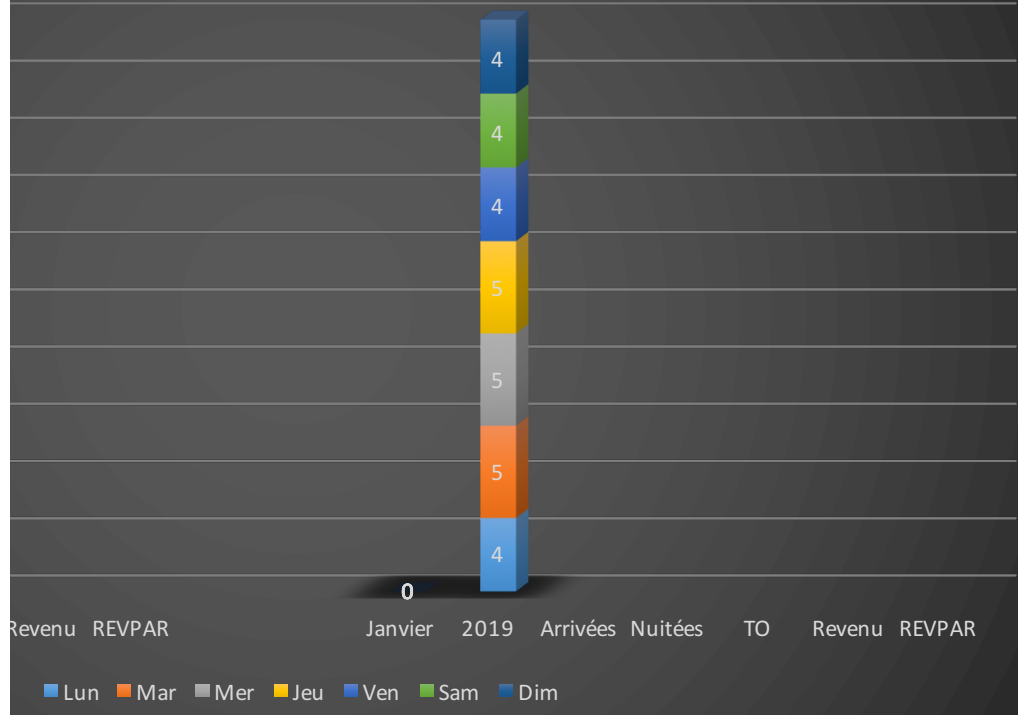
Janvier 2020	Lun	Mar	Mer	Jeu	Ven	Sam	Dim	
		4	4	5	5	5	4	4
Arrivées								
Nuitées								
TO								
Revenu								
REVPAR								

Janvier 2019	Lun	Mar	Mer	Jeu	Ven	Sam	Dim	
		4	5	5	5	4	4	4
Arrivées								
Nuitées								
TO								
Revenu								
REVPAR								

VARIATION	Lun	Mar	Mer	Jeu	Ven	Sam	Dim	
		0	-1	0	0	1	0	0
Arrivées	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Nuitées	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
TO	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Revenu	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
REVPAR	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



Comparatif M/ M-1



DIGITAL STRATEGY

1.DISPLAY

Mobile and Desktop

The display advertising strategy creates notoriety, brand awareness and generates performance under multiples different KPI.

The display advertising needs to be based on two main supports – Mobile and Desktop. Mobile being a privileged device with an increasing time spend and usage since the arrival of the smartphones makes the mobile digital advertising choice N1 when it comes to digital advertising.

Your advertising strategy should be divided into 60/40, if not 70/30 mobile vs desktop investments.

1.1FORMATS

1.1.1IAB standard desktop formats (Static/+animation)

Billboard - 970x250

Leaderboard 728x90

in-feed medium rectangle 300x250

300x600

Skyscraper 160x600

Technical specifics and examples available upon request

1.1.2 IAB standard mobile formats

In-feed medium rectangle 300x250

Mobile full screen 320x480 and 480x320

Technical specifics and examples available upon request

1.2 Rich Media formats

Rich media format is defined as interactive features format that engage the user and initiate new content experiences. Interactive features could be animation or elements that trigger ad expansion or video play or other interactive experiences.

Rich media formats contribute for higher user engagement, retention rate and performance.

Technical specifics and examples available upon request

1.2.1 Desktop Rich media formats

Desktop Rich media formats benefit with the same page placements as the static ones mentioned above (Billboard - 970x250, Leaderboard 728x90, in-feed medium rectangle 300x250, 300x600, Skyscraper 160x600) but provide better engagement and CTR, due to the creative animation and possible user interaction. Rich media engagement is done by the user mouse by hovering on the creative surface.

Technical specifics and examples available upon request

1.2.2 Mobile Rich media formats

Considering the private nature of the mobile device, combined to its small screen (compared to other digital supports) Mobile Richmedia formats remain one of the most adapted solution when it comes to mobile display advertising.

Rich media formats on mobile generate higher exposure time (the time the user spends looking at/interacting with the creative) , high engagement – majority of the mobile RM is user initiated, therefore requires finger touch interaction of gyroscope phone move. Both actions are intentional and prove the user will to interact with the ad. Other than exposure time and engagement Rich media creatives generate higher CTR (click through rate) and sites visits++

Technical specifics and examples available upon request

2.VIDEO

In stream Video (Pre-roll, mid roll or post roll)

In banner Video (Out stream)

Video creatives are a popular and engaging format in digital advertising. Video ads are known for the highest remembering rate close to the one of the TV spots.

80% of the people see a video spot will remember it for the next 30 days.

Video files are typically large files usually in the range of 1 Mb or higher for a 15 second spot

Two possible video formats can be used in digital advertising, we tend to always advise to use out stream video for having larger inventory reach and cost optimisation.

Video length should not bypass 15 secs, as the user attention drop after this is huge. Ideally, we suggest not more than 9sec video spots.

2.1 Desktop In-banner video (Out stream)

The in-banner video gives you the possibility to display a video format in every possible display banner placement mentioned into the Display formats section. It is very interesting pricewise as you will be buying advertising space on a way more attractive price as well as you will have huge reach.

2.2 Mobile in banner video formats

Gives you the possibility to display a video format into 300x250 and 320x480 formats on mobile web and app environments.

Technical specifics and examples available upon request

3.TARGETTING

Once you have your creatives ready, it's time to think on the specific targeting of your campaign. Digital media allows a huge opportunity of targeting options, more than every other media before.

You(we) can build your targeting strategy based on multiple criteria, all available through the programmatic buying platforms (DSP/SSP)

3.1 Geographics – target per country, area, city, neighbourhood, precise lat/long

3.2 Social demographic targeting – age, gender, profession, income

3.3 Contextual targeting/Sitemap categories – chose to display your campaign on contextual specific sites and/or domain names – Travel/Holidays/Leisure/etc, and make sure your ad is displayed on sites and sites rubrics where the contents speaks of Travel and where the audience visiting those sites is an audience interested by Travel in this particular case.

3.4 Day/Hour targeting – chose the right day and time slot when you wish you add to be shown.
Chose pic hours where you can benefit of higher user attention and engagement.
Ex –Mid-day 12k-1pm and evening between 6-9Pm.
Weekends – Prioritise Friday/Saturday than Sunday

3.5 Semantic targeting

With the tech progress on the digital side, today your contextual targeting can go even further. You can target not only the site name/domain but use semantic methods allowing to read the content of the page and adapt the ad display according.
You can also use positive/negative key words list – allowing you to pre-decide which type of content(words) you want to show/not show your ad on.

4.ANALYTICS/REPORTING

On and post campaign results analytics and how did your campaign perform

Analytics and tracking

You can know

- How many impressions have your campaign been served
- How many clicks it has generated
- How many arrivals on site your campaign generated.
- How many unique visitors you got
- How long the user was exposed to your ad (in seconds)
- How many times he interacted with (in the case of Rich media formats, there can be more than one interactions in the ad. In the case of static banner/video interaction can be the click)
- Post click action – purchase, booking, etc
- Video views and at what lengths

OUR ADDED VALUE

What can we do for you?

Build your media strategy, by combining the media buying plan based on Display, Search and Social and giving you a relevant budget split between the three supports based on your campaign goals.

Prepare your targeting strategy, address your right audience with the right message, at the right time and place

Design your creatives – based on the initial assets you provide us. – we can build for you static and interactive creatives.

5.SEARCH

(Organic and PAID)

Google Search Campaigns allow for you to display advertisements in the search listings of a Google Search, it's a display ad in search results.

This is useful when you consider that 93% of online experiences begin with a search engine, most often Google.

Your ads can appear on the Google search engine results pages (SERPs), right when your prospective and potential clients are in the process of searching for products or services that your business offers. Search ads are always displayed above or underneath the organic search results returned by Google.

We recommend to always use paid search campaigns to compliment the organic search results you naturally appear in based on the Google search engine.

There are three main elements of a paid search campaign to be considered:

Keywords, Ads, and landing pages.

Keywords

You start out by giving Google a list of keywords, which tells Google to display your ads on the results page when people search for those keywords.

Ads

You then design your ads to be shown for these keywords, and your goal is to make them both relevant enough to the search query and attractive enough to get the searchers to click on them.

Landing page/Site

When the user clicks on your ads, the ads direct them to your landing pages. The goal of your landing pages is to get the visitor to convert in some way – by buying your product, downloading an offer, etc.

To be on the safe side, please consider using PPC (pay per click) rather than CPM(cost per mile) strategy. That means you will only and only be paying when a viewer clicks on your ad. You won't be charged for your ads being displayed as long as no click has happened.

OUR ADDED VALUE

What can we do for you?

Set your Search Strategy (wise combination between Organic and Paid Search) build your keywords list and suggest price/keywords optimisation based on search campaigns results.

Give you a strategic advice on setting up your organic search optimisation.

6.SOCIAL

Your business presence is essential on the social media.

You should always consider and create Facebook and Instagram page of your business in order to communicate with your Audience and let it communicate with you.

Facebook and Instagram together give you access to more than 1.5 billion users, so this is the ideal place to determine your audience, find the best way to communicate with it.

6.1 Paid Social

Audience/ WHO you want to address?

You already have an idea who your target audience is and the two-social media mentioned above, can only help you to narrow your target thanks to the rich choice of criteria those networks propose.

6.2 Targeting / HOW to find the right audience for your business.

Social media targeting allows you access to a high quality 1st party data such as geo, age, gender, income, points of interest, education degree, geolocation, etc

TWO types of audience to address

- 1.The people that already know you, have heard of you or used your services previously
- 2.The people who has never heard of you and your brand/ business before.

6.2.1 Broader Strategy- Address your target audience, or the people you wish to get to know you and buy your services too. Use the Facebook 1st party data to narrow your search in order to address the right audience.

6.2.2 Retargeting Strategy – Address the people who’s already been on your Facebook/Instagram or web side once or twice but did not any further action. Adapt the retargeting message according to their session history

6.3 Communication Strategy - should be based on the final goal as well as the audience you want to address.

WHAT do you want to say and HOW you have to say it.

You message should vary according who you are talking to. Please consider age, social status and interest when you address your audience.

6.4 Social organic

Your Audience MATTER

Keep your followers/clients happy! You should apply strategies to keep them entertained and continue following you.

Share often and share well- always stick to content related to your industry and be visual by using images and videos. Stay active and try to post new value content every day. The more you followers receive quality information, the more they will come back to you.

Your social media presence is essential for you client relationship.

OUR ADDED VALUE

What we can do for you

Help you build your social media pages, keep them going and communicate on your behalf

Help you target the right audience with the right message when to comes to social communication

Advise you on formats and content

CONTACTS

www.ypad-agency.com

Y-PAD Agency

10 rue de Penthièvre

75008 Paris

Zlatka Harizanova

zlatka.harizanova@ypad-agency.com

Tel: +33 6 68 50 30 80

PRODIGITAL

13 rue Palestro

75002 Paris

Denitza Mihaylova

denitza@prodigital-strategy.com

Tel: +33 6 86 86 53 52