Staying Relevant in the Evolving World of Mobile Search: A Startup POV

Chris Creel



About Chris

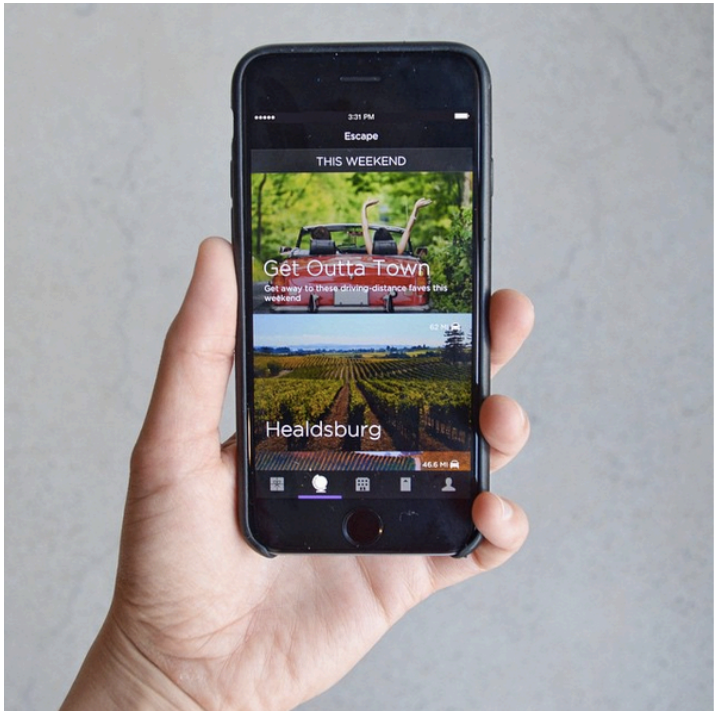


@chriscreel

- 11 years in Search & Digital Marketing
- Lead Growth Marketing Efforts at HotelTonight. Previously at LendingTree and Dell
- Current focus areas: SEM, SEO and ASO strategy and execution. International expansion, user acquisition/reengagement, KPI evolution

What is HotelTonight?

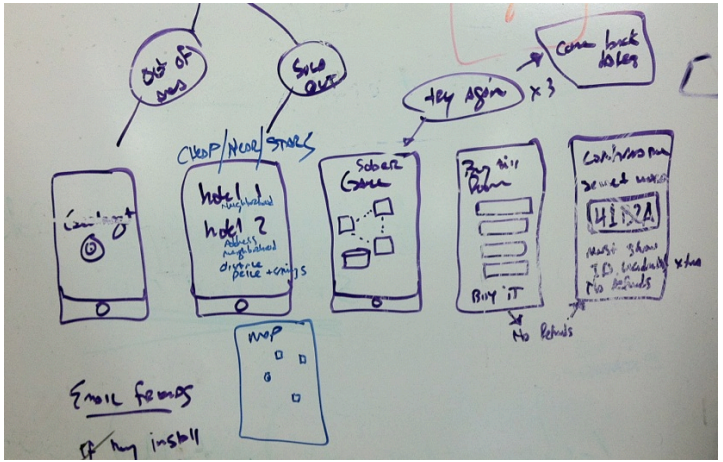
- The leading last-minute hotel booking app. Book a room up to 7 days out in just 3 taps and a swipe.
- Vetted selection of top hotels.
- Our philosophy: Plan Less, Live More
- A few use cases: Staycation, Flight Cancellation, Night Out that turned into an All-Nighter
- Available for iOS, Android and Windows Phone
- Silicon Valley based, $80M venture backing
- Loved by our users! Consistent 5 star ratings in App Stores



How did HotelTonight start?

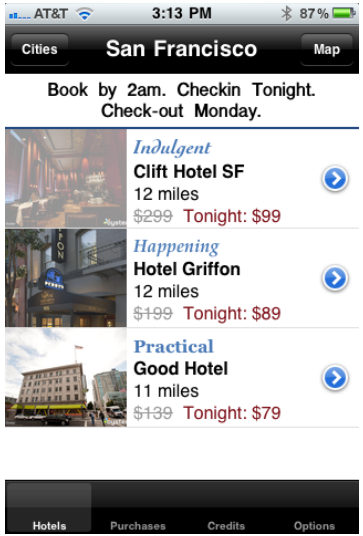
First Line of Code:

Sept 25, 2010



Live:

Dec 18, 2010



- 3 cities
- 15 hotels

Where we are today



13 million downloads worldwide



500 destinations

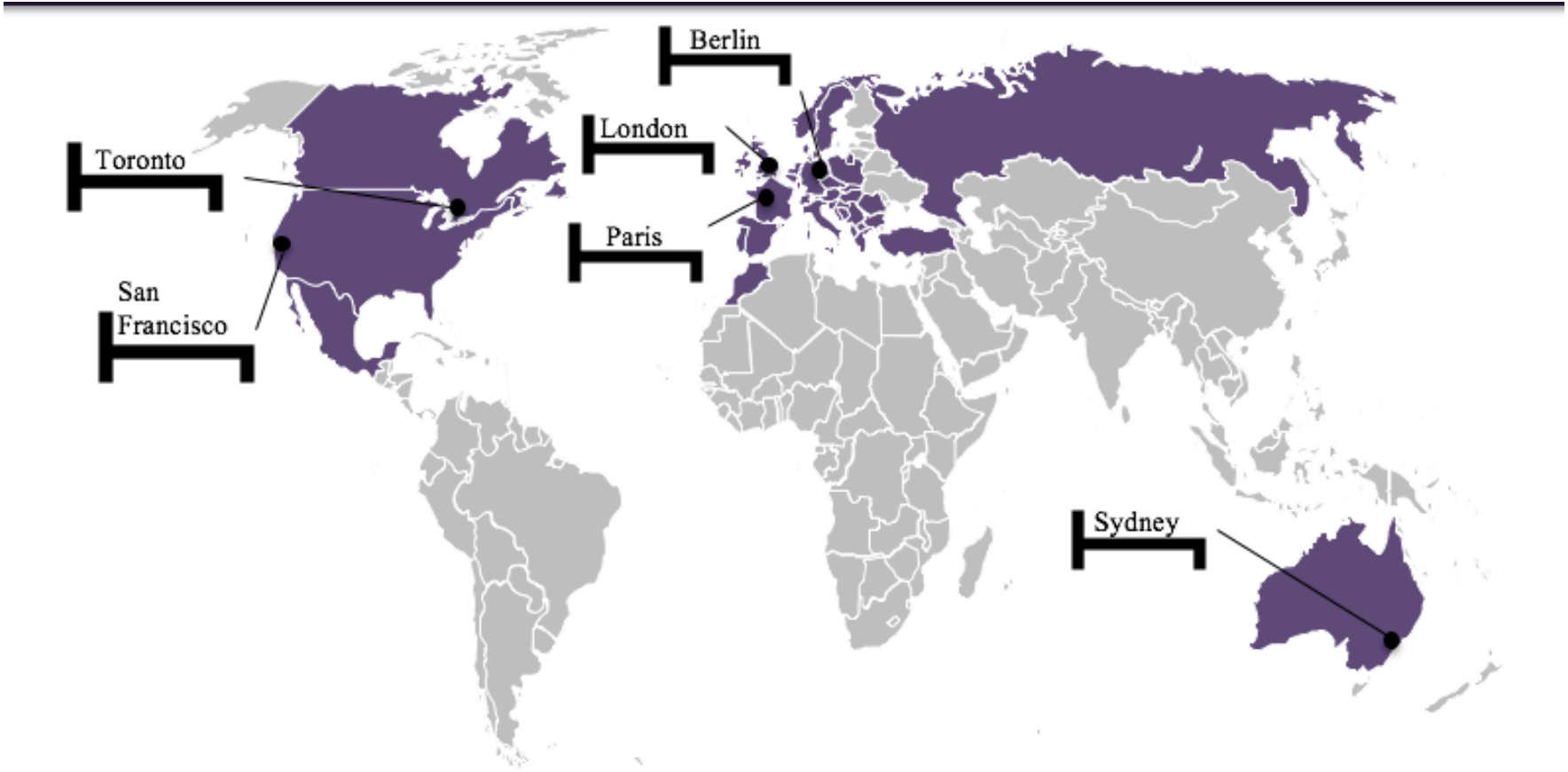


15,000 hotels

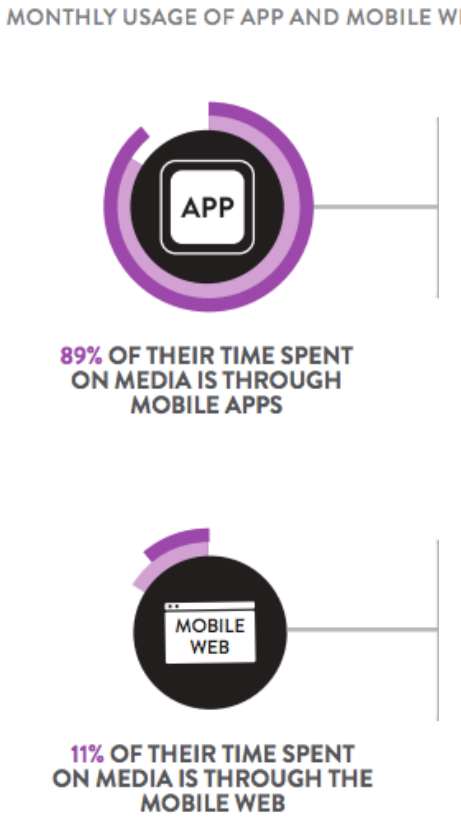


Highest-rated booking app

Where we are today

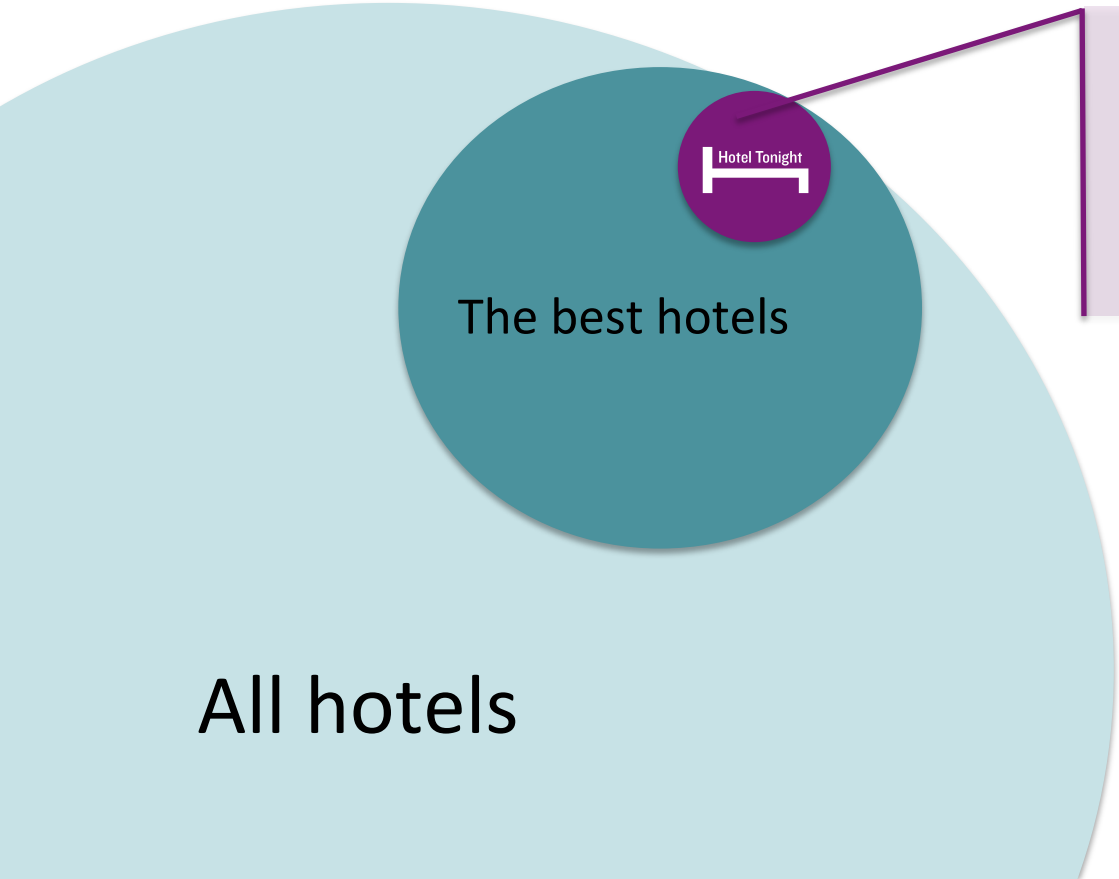


Our founders went all in on Apps being the future -- Smart bet!



Source: Nielsen

How we differentiate ourselves



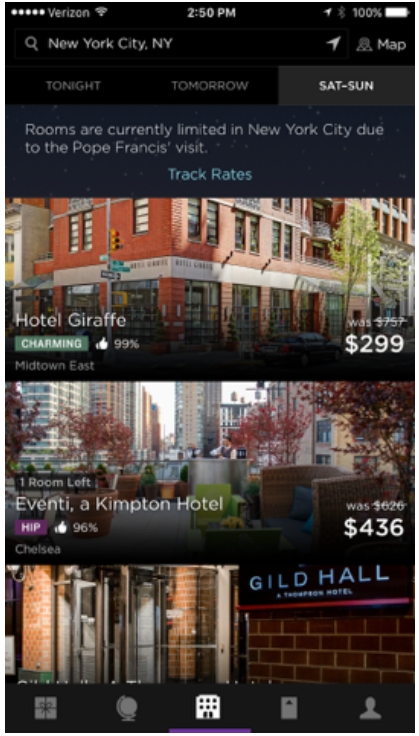
The best values,

right now,

for you

We benefit by focusing on one segment of a giant pie, and making our Product and UX exceptional

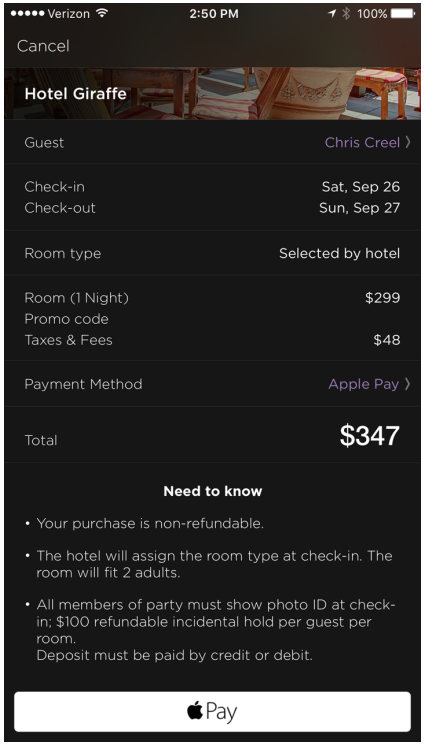
A Seamless Booking Experience



1 Browse



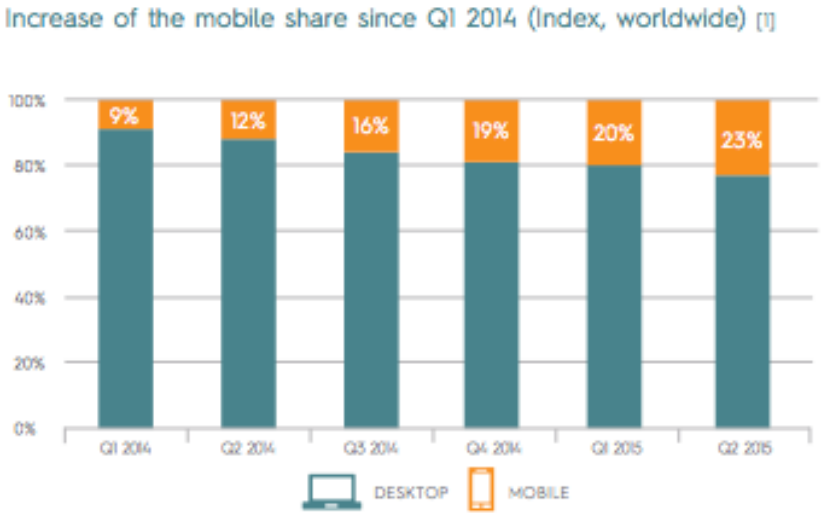
2 Book



3 Stay

Mobile matters! (Duh, but just in case…)

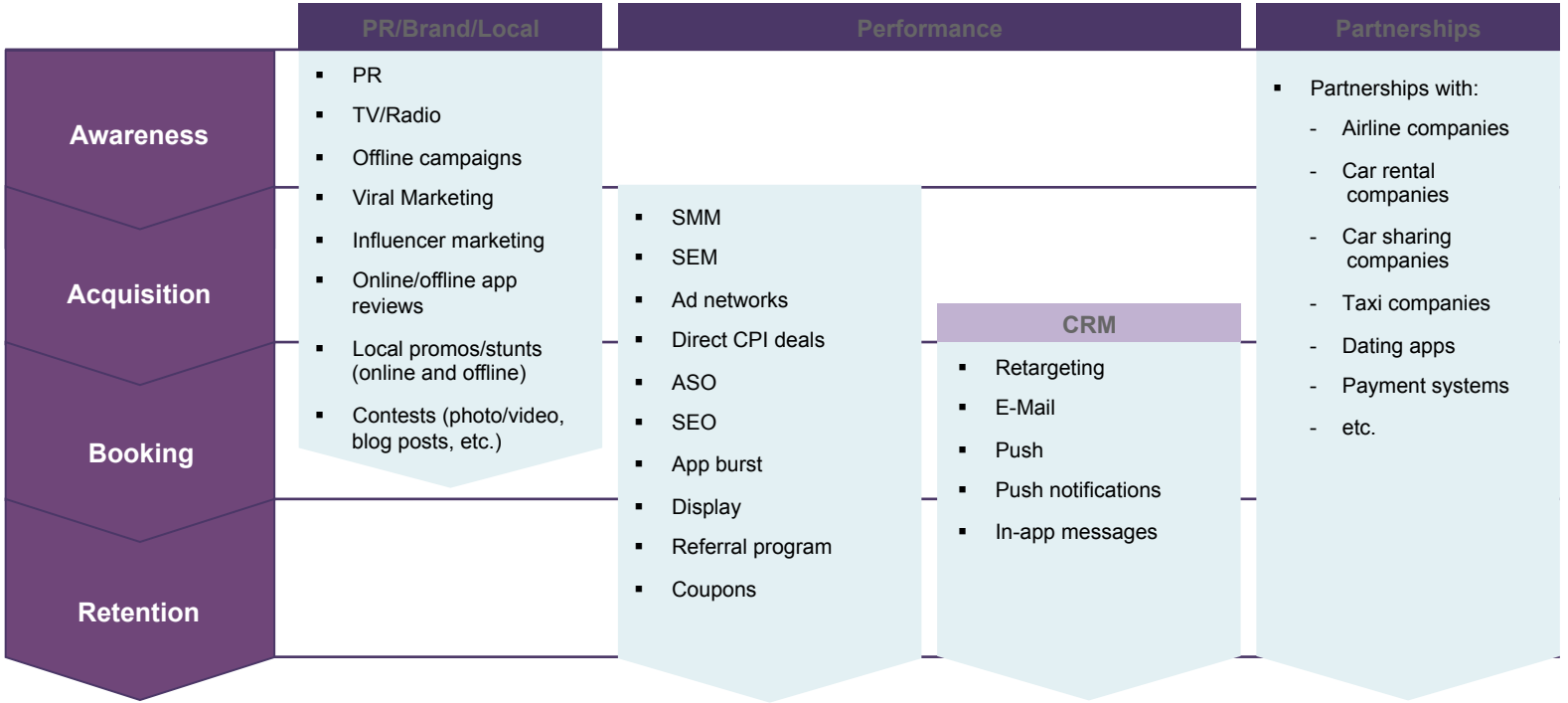
Source: Criteo



THE SHARE OF MOBILE BOOKINGS IS CONTINUOUSLY GROWING

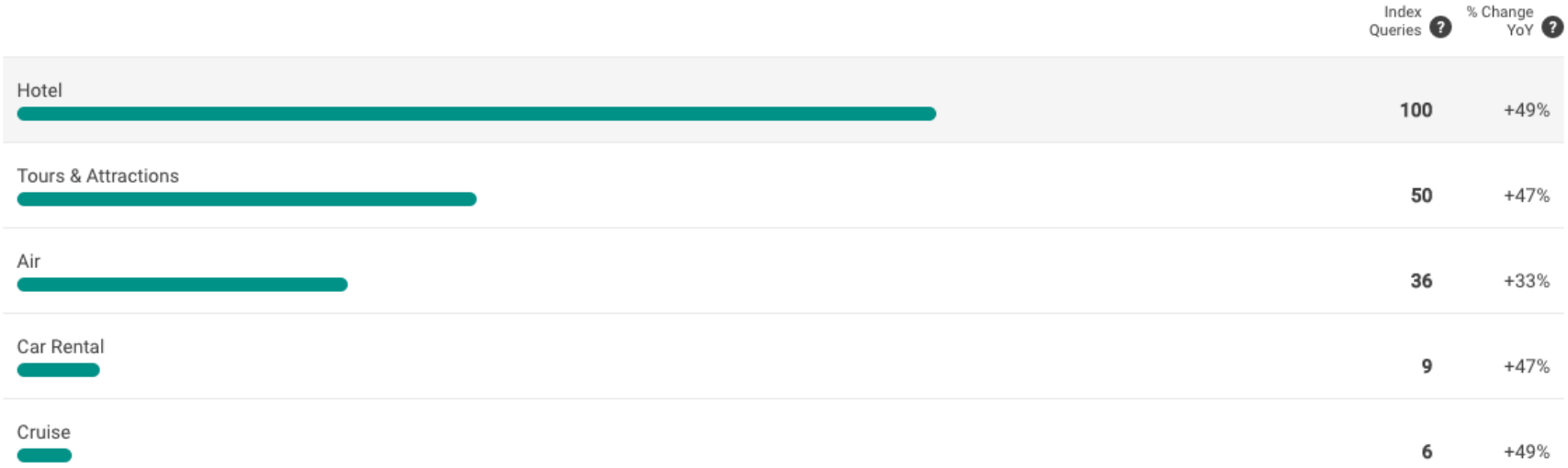
Between Q2 2014 and Q2 2015, the share of mobile bookings has almost doubled, increasing from 12 percent to 23 percent worldwide, with fairly consistent growth across all markets. Mobile accounts for most of the overall growth in travel bookings since 2014.

How we are growing



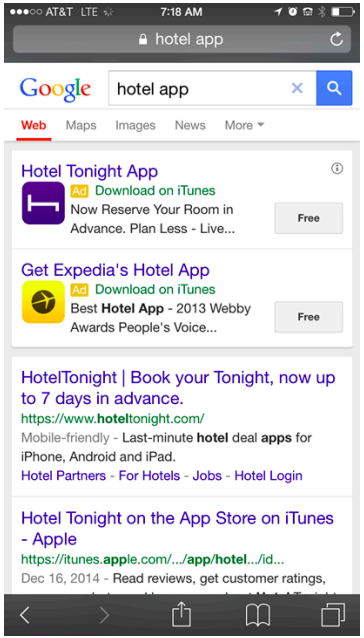
Mobile Search: A Perfect Match

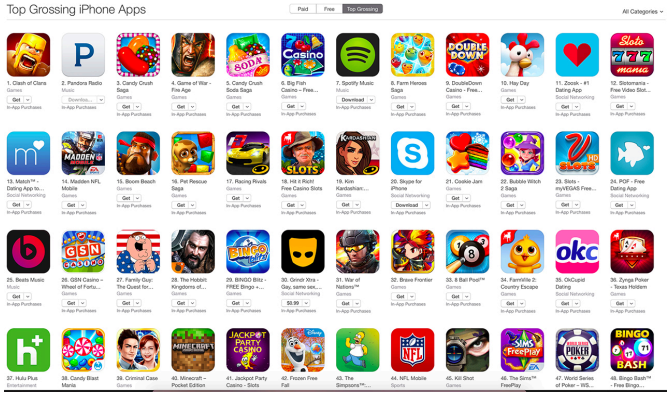
Mobile Search Volume Across Categories

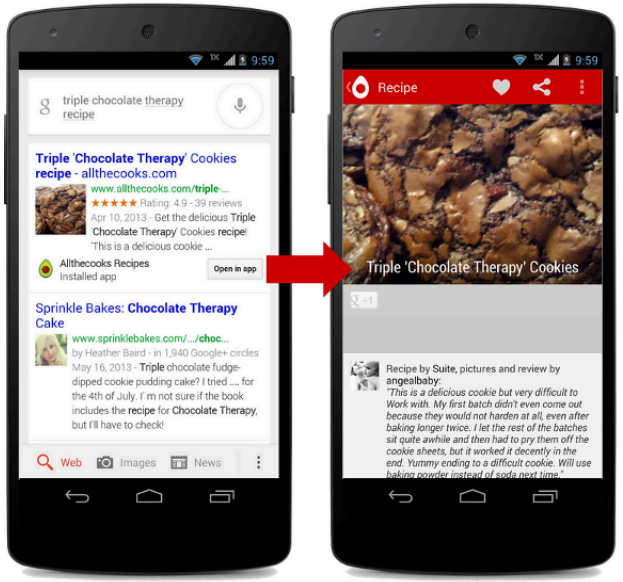


Source: Google Search Data, January - June 2015, United States.

Mobile Search Marketing: Three Phases







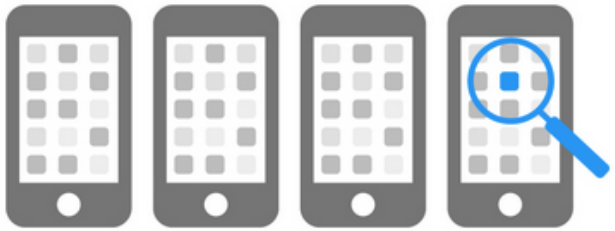
SEM

ASO

SEO / App Indexing

SEM

SEM: A no-brainer



1 in 4
app users discovers
an app through search

Source: Google/Ipsos, Mobile App Marketing Insights: How Consumers Really Find and Use Your Apps (U.S.), May 2015.

Search ads are effective in **driving app downloads.**

Types of ads that prompted app downloads among app users whose download was influenced by ads on a smartphone:



50%
search ads

- **49%** social ads
- **47%** banner/graphical ads in apps
- **45%** banner/graphical ads in websites
- **43%** video ads

Source: Google/Ipsos, Mobile App Marketing Insights: How Consumers Really Find and Use Your Apps (U.S.), May 2015.

SEM: Challenges

Their budgets:

Our budget:



priceline.com

Expedia

ORBITZ

Booking.com

KAYAK

Hotels.com

trivago

Hotwire.com

travelocity

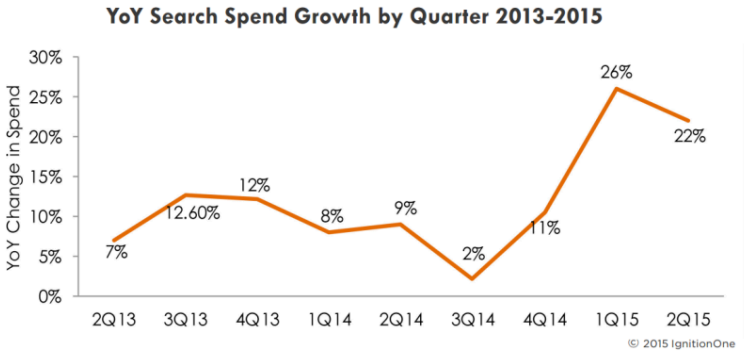
SEM: Challenges

Our budget:

Their budgets:



But It Is Getting More and More Expensive for Everyone



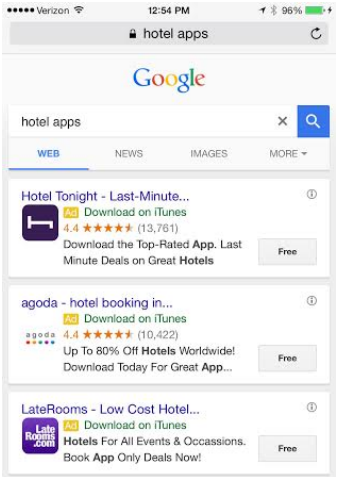
US paid search spend saw double-digit growth for the third straight quarter in Q2, according to IgnitionOne's latest report, released Thursday. Spend among advertisers on the management platform rose 22 percent year-over-year, with gains still being driven by growth in mobile search.

US Search Metrics YoY

YoY	Q1 14	Q2 14	Q3 14	Q4 14	Q1 15	Q2 15
Impressions	-15%	-24%	-27%	-15%	-20%	-13%
Clicks	5%	7%	6%	9%	4%	6%
Spend	8%	10%	2%	11%	26%	22%
CTR	23%	41%	46%	28%	30%	22%
CPC	3%	3%	-4%	1%	21%	15%
eCPM	27%	45%	40%	29%	56%	40%

© 2015 IgnitionOne

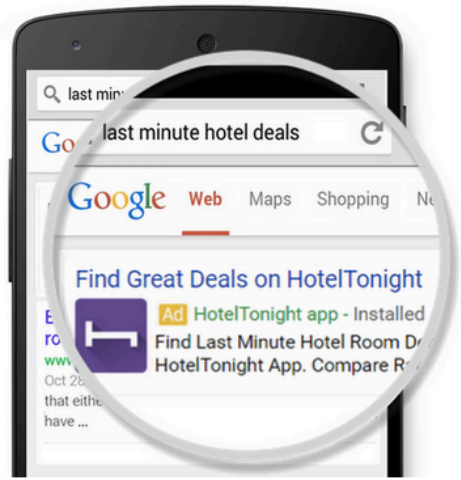
Google now showing
3 results on mobile



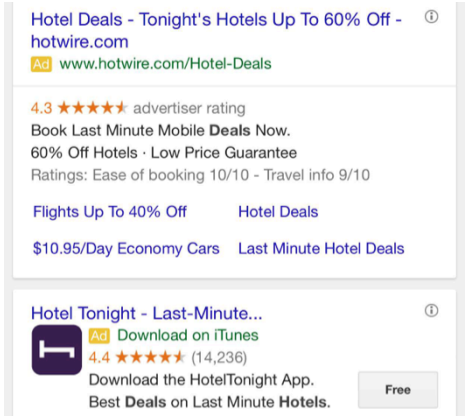
SEM: Tips for a Changing Landscape

- Outsmart the competition with sophisticated bidding:
- Separate your campaigns by OS
- Utilize LTV metrics, bid differently by segments (geo, product category)
- Set up reengagement campaigns to target people who have your app, with different messaging

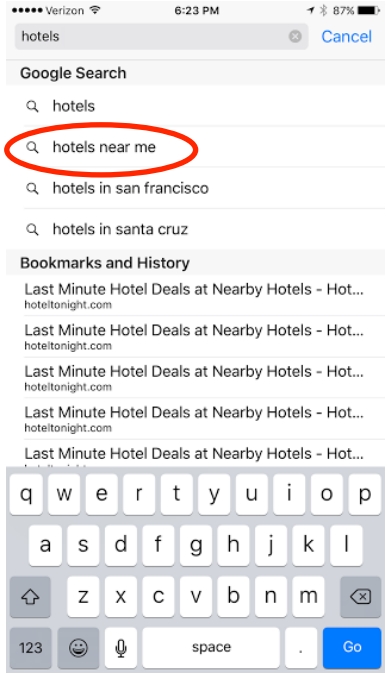
Deep Links Within Mobile App Engagement Search Ads



SEM: Tips for a Changing Landscape



Take advantage of formats and ad extensions

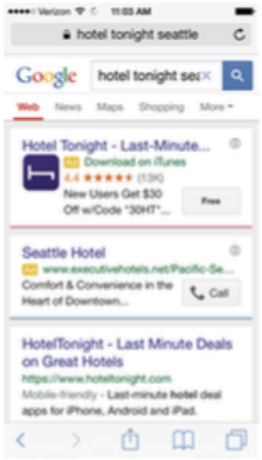


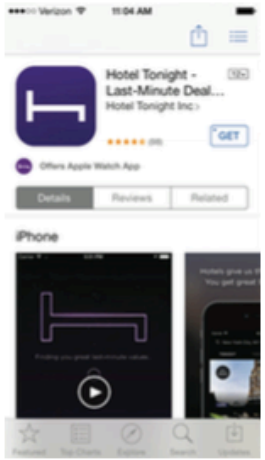
Follow the signals of mobile specific queries / Google Autosuggest

Mobile SEM: Deep Linking

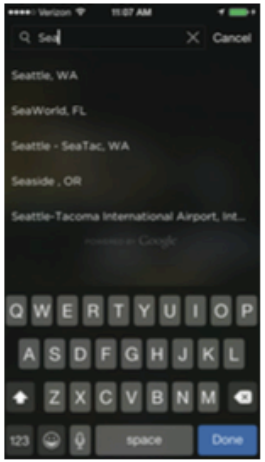
Standard deep link flow

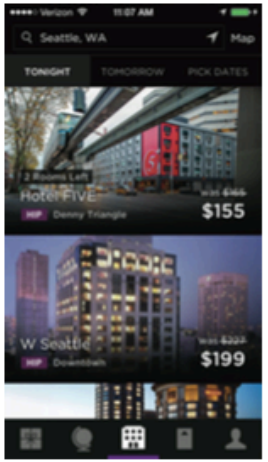
Search for Seattle hotels, click ad → Go to App Store whether or not the app is installed → See local hotels in the app → Search again for Seattle hotels → View Seattle hotels



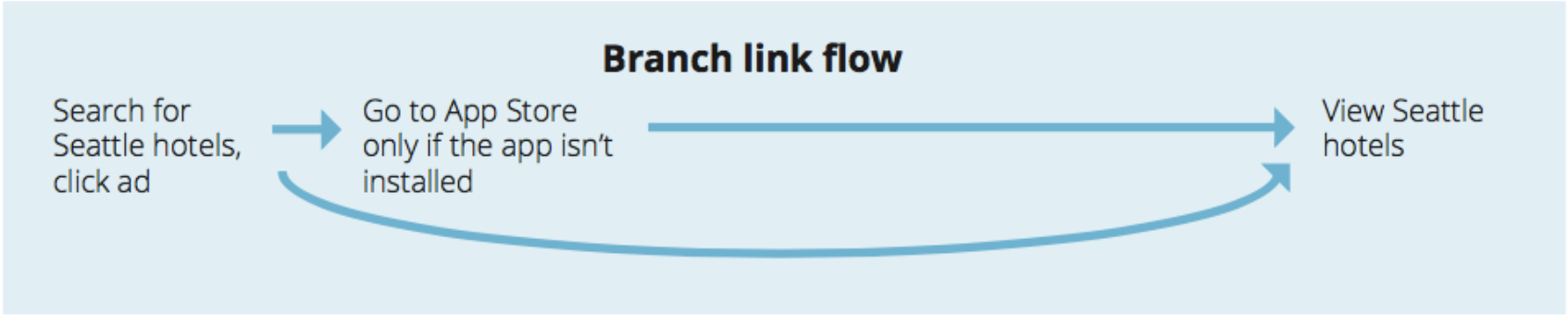




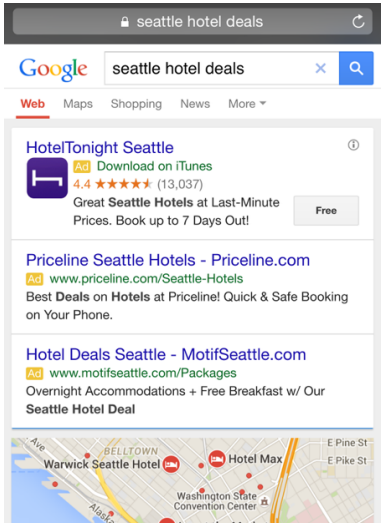


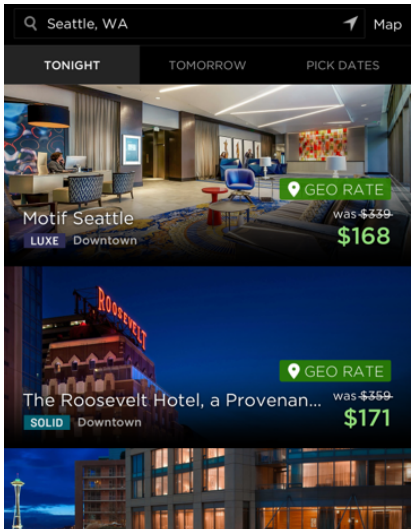


Mobile SEM: Deep Linking



branch





- **SEM with deep-links:**

Example
Keyword: "hotel app for Paris"
Deeplink: /marketid=559

-> opens app in Paris after install

- **Facebook with deep-links:**

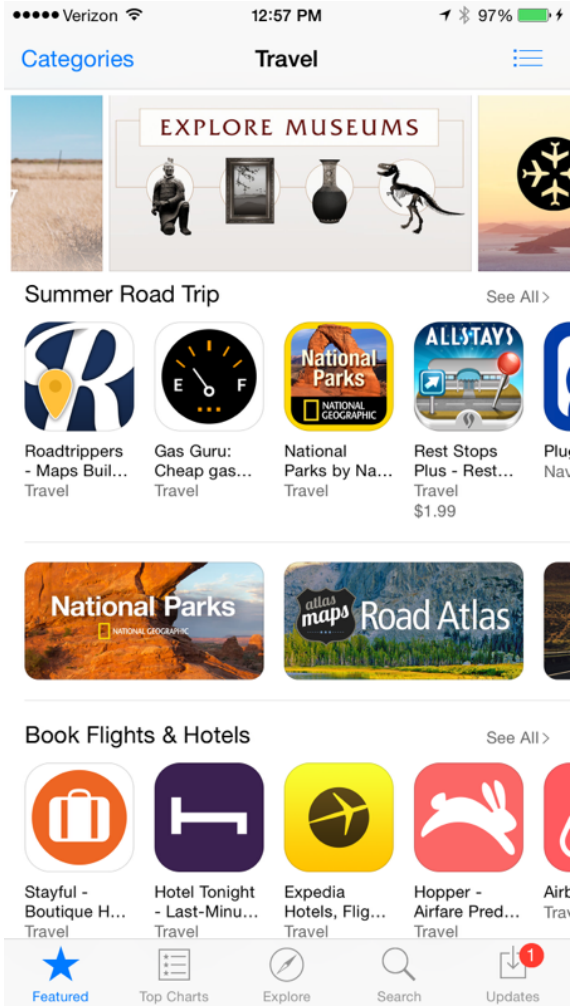
Example
Post with promo-code
Deeplink: /code=MBLT15

-> open app with promo-code pre-populated in app

ASO

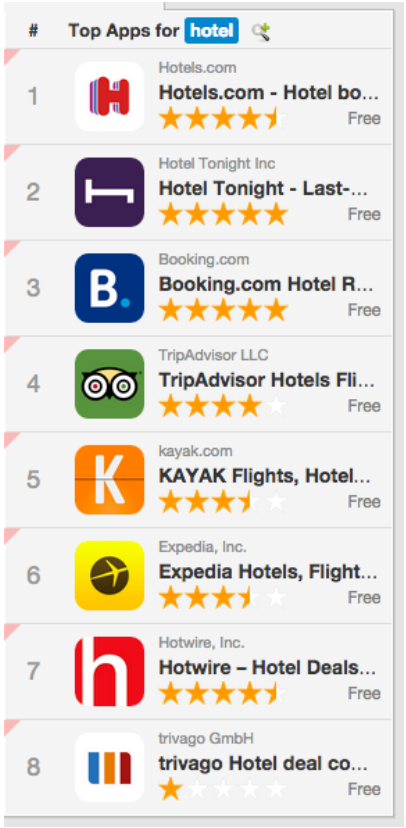
App Store Optimization

- Defined as “Everything that helps your app be visible in app stores”
- An Ongoing Process – Do the leg work during your app updates (ranking spike and Feature likelihood with app releases)
- Dependent on external factors like App Ranking – Always focus on Customer Experience!



App Store Optimization: Pro Tips

- Focus on keywords with opportunity, and concentrate on phrases
- Use high quality images that highlight app features. Use video too!
- Write an engaging description that uses keywords in a natural manner . Your first sentence is most important
- Realize differences in App and Play Store



App Store Optimization: Tracking Tips

- Great tools exist to track your:

- Competitors
  -mine new keyword ideas

- Reviews
  -show your product team what people are saying about your app

- Category Rankings
  -track your performance over time

SensorTower

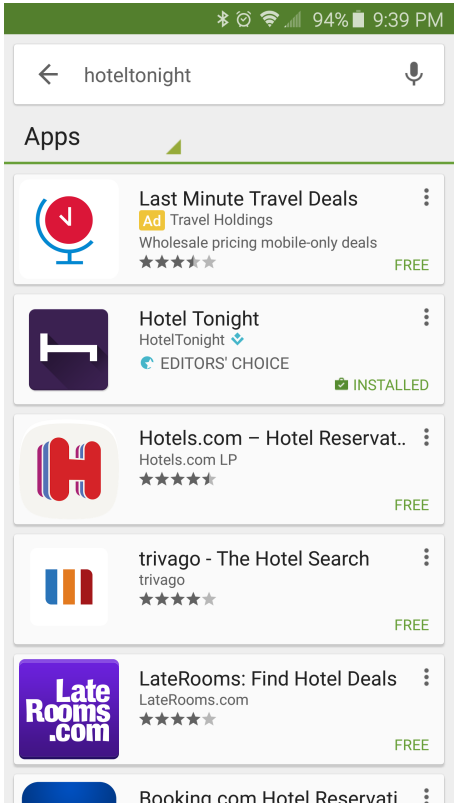


TUNE

SearchMan

App Store Optimization: Ads

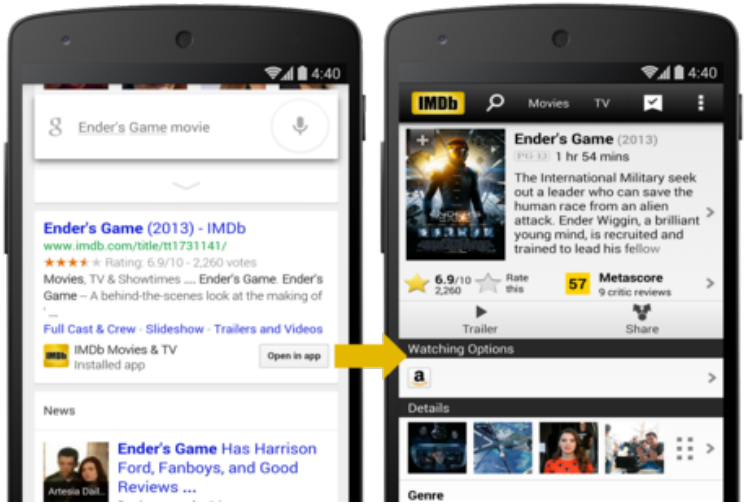
- Only on Google Play / Android
- Lack control measures
- Lack reporting
- Only one slot – can go to your competitors!



SEO / App Indexing

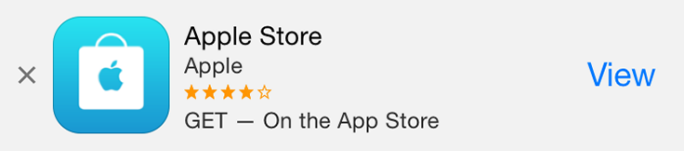
Mobile SEO: App Indexing

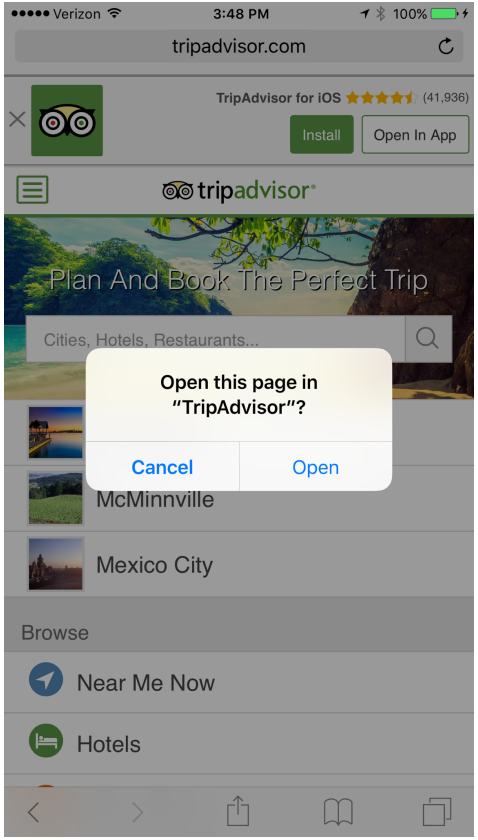
- Direct users to specific pages within your app
- Has been available for ~2 years on Android – now on iOS9 – the game changer!
- Apple will index results from your app, even when it is not installed
- Spotlight Search/Safari now showing In App results
- Smart App Banners > Interstitial Apps / Forced App Opens



Mobile SEO: App Indexing

Smart App Banners > Interstitial Apps / Forced App Opens





App Indexing: My POV (So Far!)



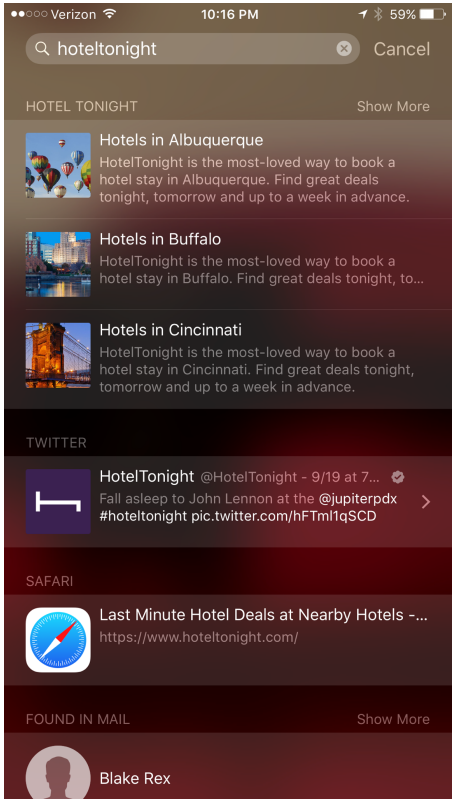
Nirav Savjani
Jun 10 · 6 min read

♥ Dipo Doherty and 623 others recommended

Deep linking & search in iOS 9 will change everything

App Indexing: My POV (So Far!)

- Needs improvement, but an amazing new frontier in Search
- Submit to both Google and Apple
- Write relevant descriptions and add appropriate photos



Summary: 5 Tips to Remember

SEM

- ❑ Utilize extensions and advanced KPIs, to offset rising costs
- ❑ Look into Deep Linking for improved conversion

ASO

- ❑ Enter keywords with high rank potential
- ❑ Share review insights to product folks

SEO/App Indexing

- ❑ Submit your app to Google/Apple!

THANK YOU!

Download the HotelTonight app and use promo code CHRISCREEL for $25 off your first booking! Happy Traveling!

