MAIN FEATURES / DIFFERENTIAL VALUES OF EACH ONE USING MIRAI'S CONNECTIVITY

Google Hotel Ads	Tripadvisor	trivago®	Skyscanner	KAYAK	Microsoft Bing Hotel Price Ads
Free Booking Links	More than 35 markets	More than 35 markets	More than 30 markets	More than 20 markets	More than 30 markets
Cookie 24 hours in commission models	Rates by device & by country	Rates by device & by country	Multi-currency: Adapted landing page to the currency of the user	Rates by device	Multi-currency: Adapted landing page to the currency of the use
PPA Property Promotion Ads	Multi-currency: Adapted landing page to the currency of the user	Multi-currency: Adapted landing page to the currency of the user	Taxes breakdown (including local/city taxes)	Bids by device	Taxes breakdown (including local/city taxes
Occupancy filters: Adults and children	Taxes breakdown (including local/city taxes)	Taxes breakdown (including local/city taxes)	Meal plans, cancellation policies and payment terms	Multi-currency: Adapted landing page to the currency of the user	Meal plans, cancellation policies and payment terms
Rate metadata: Meals/cancellation policy	Adults, children, meal plans, cancellation policies and payment terms	Adults, children, meal plans, cancellation policies and payment terms	Budget control: In CPC models	Meal plans, cancellation policies and payment terms	Budget control: In CPC models
Fenced rates: Rates by device Rates by country	Budget control: In CPC models	Budget control: In CPC models		Budget control: In CPC models	
Multi-currency: Adapted landing page to the currency of the user.	Multi-room: Available in desktop	Multi-room: Available in desktop		Taxes breakdown (including local/city taxes)	
Taxes breakdown (including local/city taxes)	Instant Booking	Express Booking		Momondo, Swoodoo, Checkfelix, HotelsCombined	

METASEARCH ENGINE PARTICIPATION MODELS

Google Hotel Ads	Tripadvisor	trivago®	Skyscanner	KAYAK	Microsoft Bing Hotel Price Ads
CPC - per night bidding	**CPC** - per night bidding	**CPC** -first price auction	**CPC** - fixed cost per market (€0,55 - €1,30)	**CPC** - fixed cost per market and device (€0,55 - €1,80)	**CPC** - per night bidding
COMMISSIONS PER STAYS - invoice over stays (exc. Cancelled or no shows) - over net value - attribution 24 hrs	**CONSUMPTION CPA** - invoice over stays (exc. Cancelled or no shows) - attribution 30 days - min. CPA:12%	**NET CPA** - Invoice over stays (exc. Cancelled or no shows) - over gross value - attribution 30 days - min. CPA: 6% (depends on POS)	**CPA** - invoice over stays (exc. Cancelled or no shows)* - over net value - attribution 30 days - CPA: 10%	—	—
COMMISSIONS PER CONVERSION - invoice over bookings - over net value	**TRIPADVISOR PLUS** - invoice over stays (exc. Cancelled or no shows) - over net value - attribution 30 days	**GROSS CPA** - invoice over bookings - over gross value - min CPA: 5% (depends on POS)	—	—	—
PROPERTY PROMOTION ADS - all models available	**SPONSORED PLACEMENTS** - CPC model - Koddi or Tripadvisor Management Center	**SPONSORED LISTING** - CPC model - koddi	—	—	—
	INSTANT BOOKING - facilitated booking - invoice over stays (exc. Cancelled or no shows) - over net value - attribution 30 days	—	—	—	—