

Rate Connect: Direct Bookings Made Easy for Independent Hoteliers

Promote your hotel's website rates on trivago



★★★★ Hotel

Hotel Fantastico

Our lowest price

✓ Hotel site

\$174

3 nights for \$522

✓ Free cancellation

View Deal >

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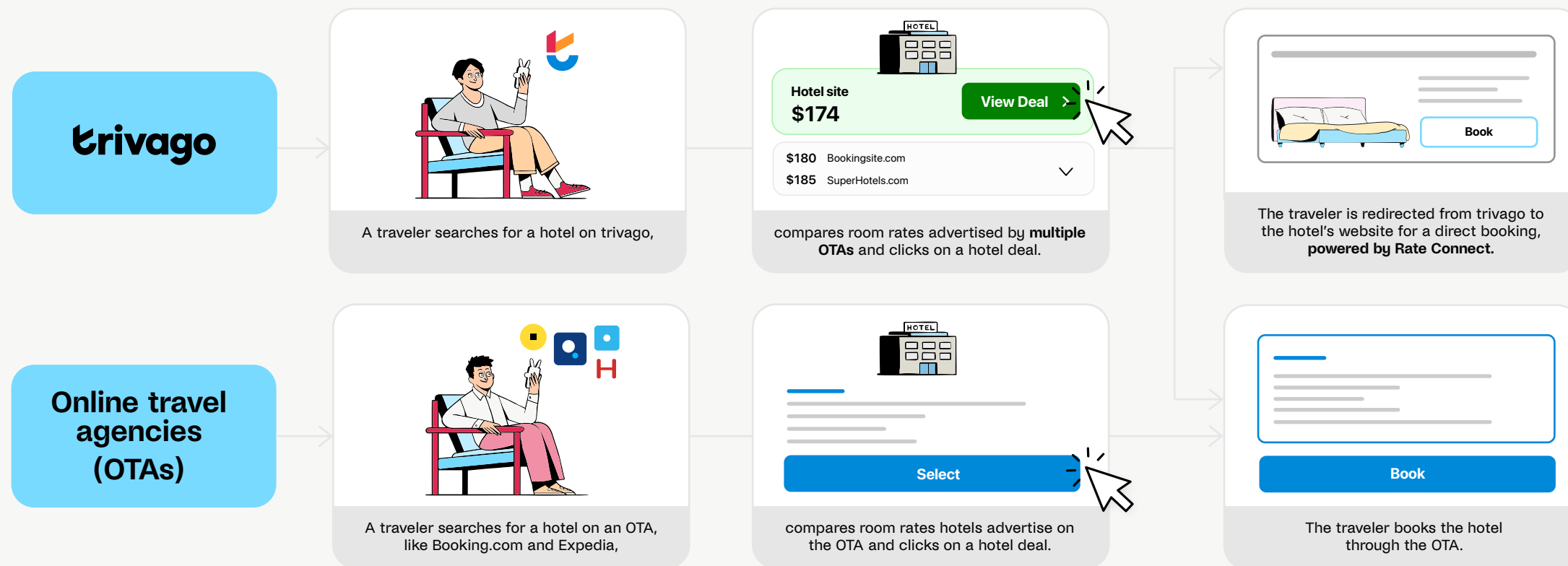
A minimalist line-art illustration of a laptop. The screen is white and displays a slide. The slide has a large number '1' in the center, which is underlined with a blue line. Below the number, the word 'trivago' is written in a bold, black, sans-serif font. The laptop is shown from a front-facing perspective, with its base and keyboard area visible at the bottom. The background is a solid light gray, and the laptop sits on a blue surface.

1

trivago

trivago vs. OTAs

Many hoteliers assume that trivago is an OTA, where travelers can book their travel needs, from cars to hotels to flights. The fact is, trivago is a **hotel metasearch**, where travelers search and compare hotel prices advertised by hundreds of booking sites. Here's a look at how they work together and differently for travelers and hoteliers alike.



Add trivago in your portfolio

As a **leading global hotel metasearch**, trivago attracts millions of price-savvy travelers worldwide, helping them find the accommodations that tick all the right boxes.

To empower **independent hoteliers** to compete in trivago's marketplace, we offer tailored solutions that help to **boost visibility** and **drive direct bookings** at a competitive cost.



2B+
Daily price comparisons



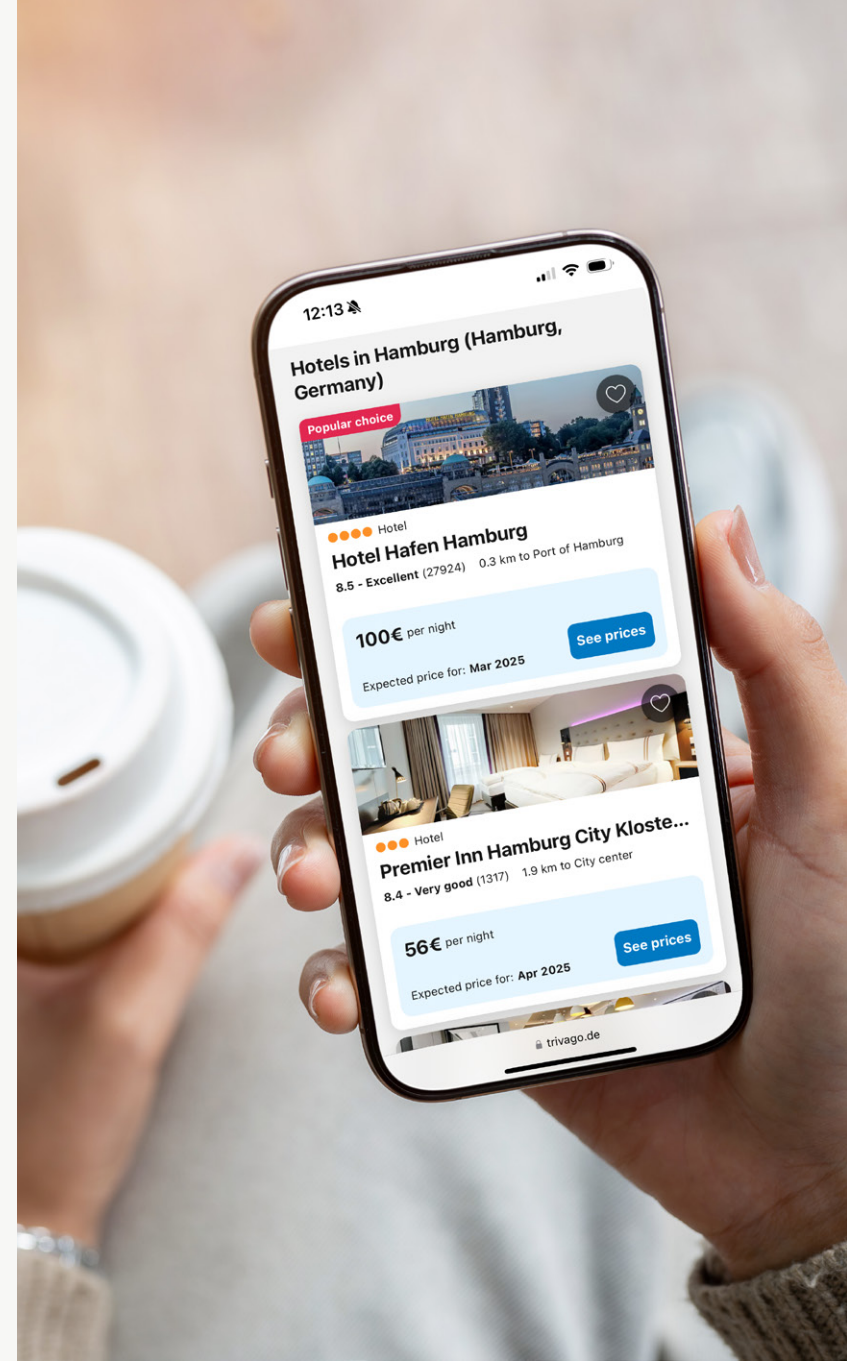
7M+
Daily searches

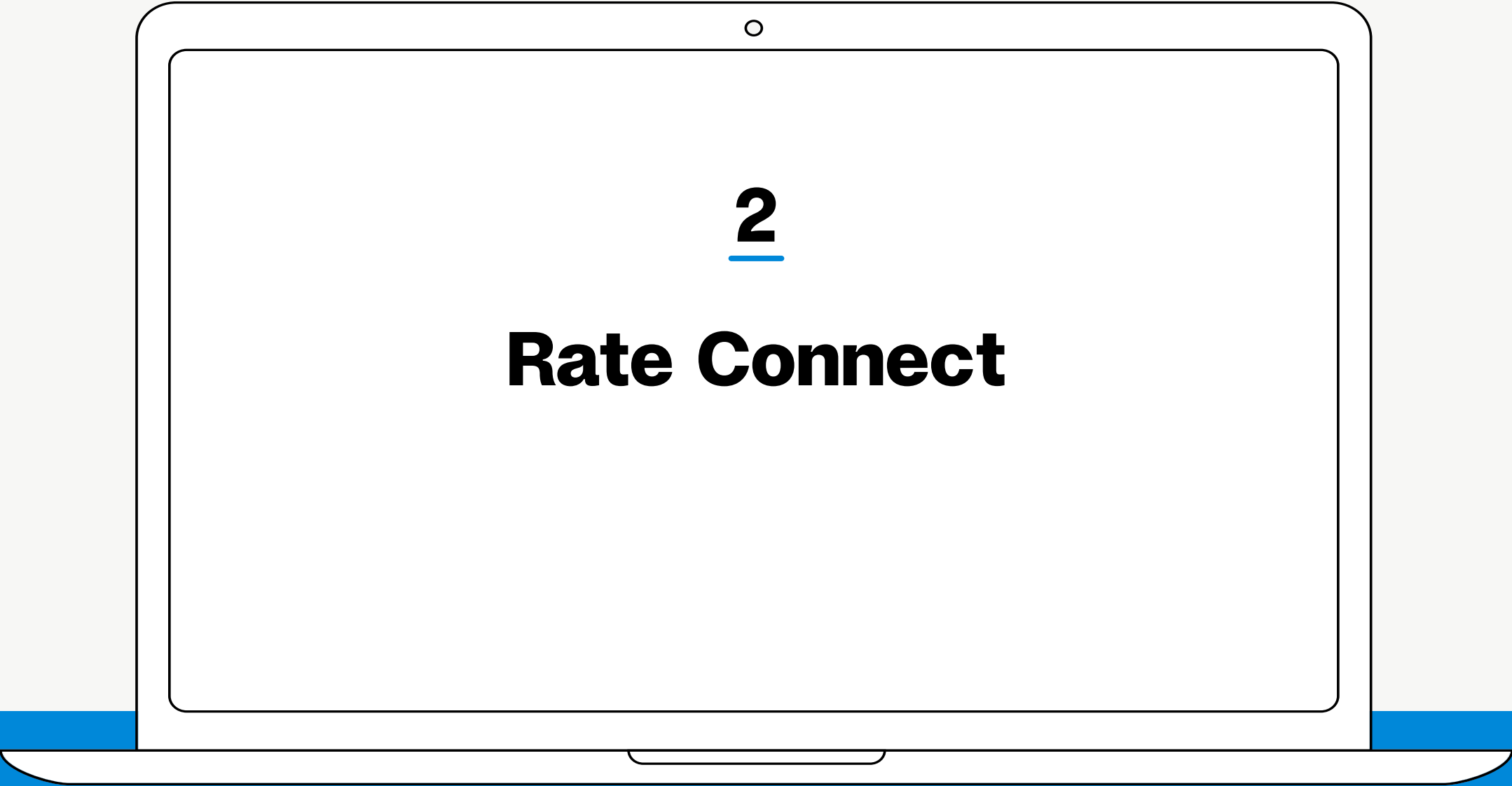


5M
Hotels and alternative accommodations



53
Localized websites and apps



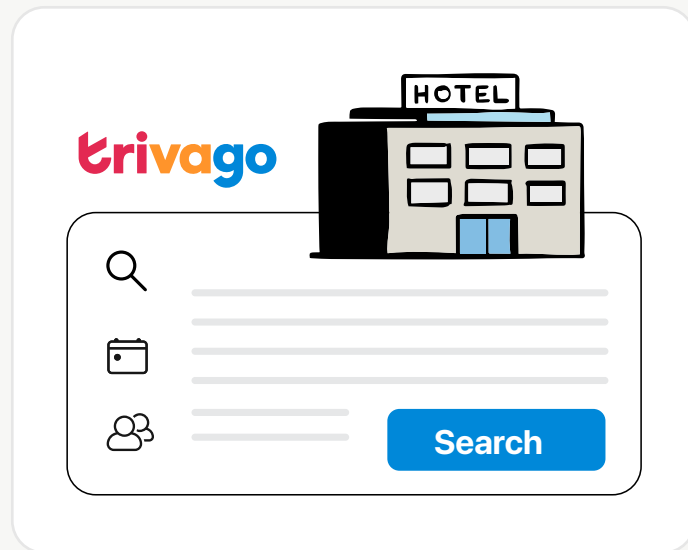
A minimalist line-art illustration of a laptop. The screen is white and displays the text '2' and 'Rate Connect'. The laptop is shown from a slightly elevated front perspective, with its keyboard area visible as a simple horizontal line. The background is a solid light gray, and the laptop sits on a solid blue surface.

2

Rate Connect

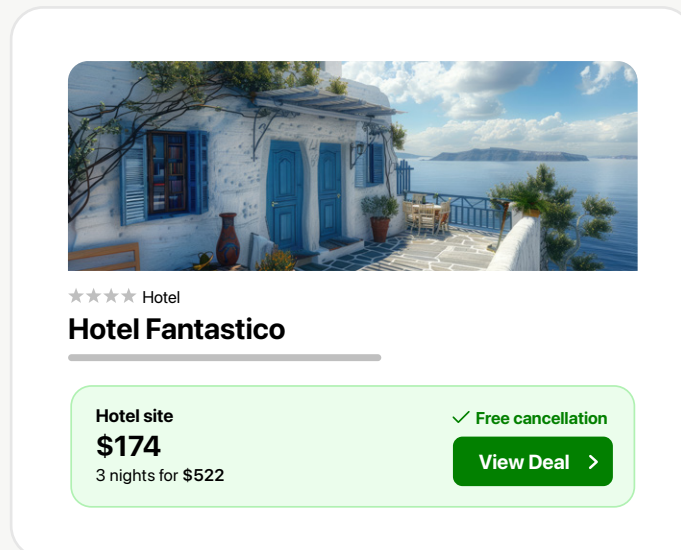
Advertise your website rates on trivago

In the competitive world of hotel bookings, visibility and pricing are crucial to filling rooms. Since 'Price' is the top filter for travelers searching for accommodations on trivago, **Rate Connect** enables you to **advertise your lowest website rates** and compete effectively against OTAs and competitor hotels.



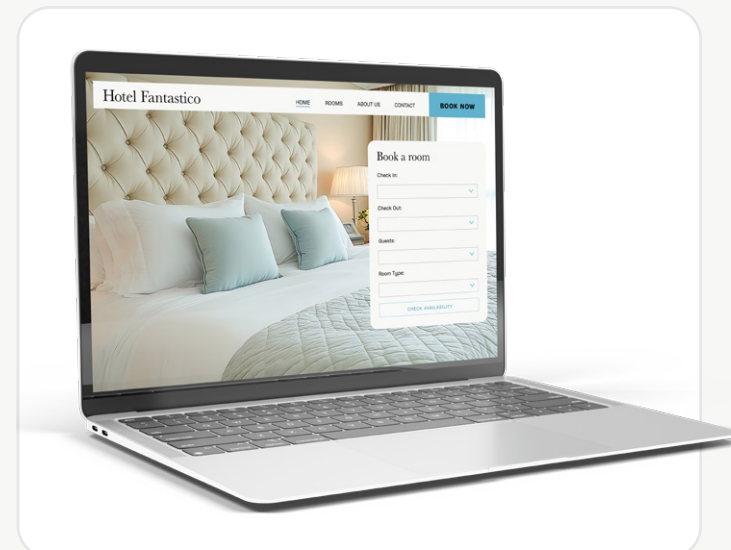
Reach more travelers

Promote your website rates in the trivago markets your connectivity provider supports.



Influence your visibility

Impact the level of exposure of your website rates on trivago based on the commission rate you choose.



Own the guest relationship

Start communicating with your future guests from the moment they book and long after they check out.

Start a campaign

Rate Connect's **pay-per-stay** campaign (CPA) helps you drive direct bookings with **zero risk** and at optimal cost efficiency.

The best part? No matter when future guests book and check in, you only pay a commission on their direct booking **after they've completed their stay**.



Commission options

Choose from 12%, 15%, 18%, 20%, and 25% for your direct bookings.



100% automation

Let trivago do the hard work for you with this fully automated campaign.



Daily analytics

Stay up to date on your campaign's performance and direct bookings.

The availability of this CPA campaign depends on the setup with connectivity providers.



Improve visibility and booking potential

The **top position** is the most desired spot to advertise hotel deals. In fact, the majority of all clicks go here, making it a key driver for traveler engagement.





★★★★ Hotel

Hotel Fantasticico

Our lowest price

Hotel site

\$174

3 nights for \$522

✓ Free cancellation

View Deal >

Bookingsite.com

\$180

View Deal >

SuperHotels.com

\$183

View Deal >

With **Rate Connect Opportunities**, you can improve the chances of your website rates appearing in this strategic position for an increase in click share with a higher commission rate.

12% commission

15% commission

Estimated increase in the top position: ↗ 24%

18% commission

Estimated increase in the top position: ↗ 43%

Recommended

20% commission

Estimated increase in the top position: ↗ 81%

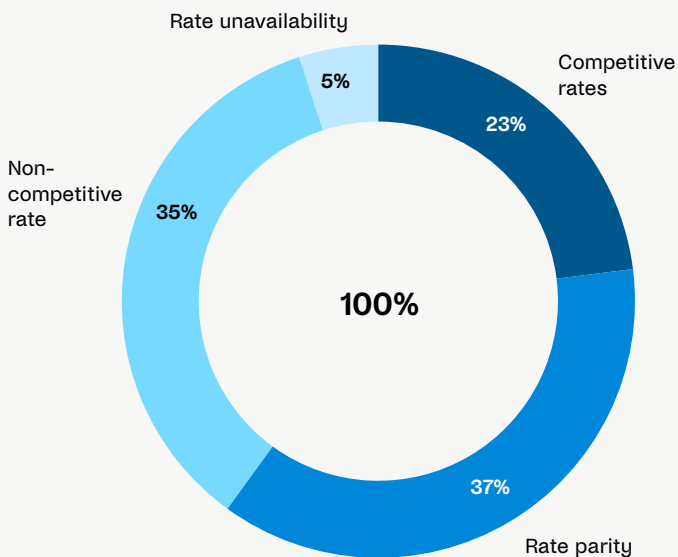
25% commission

Estimated increase in the top position: ↗ 107%

Be competitive, stay ahead

Don't have much time to check your rate competitiveness on trivago? We're here to help!

We'll provide you with the essential data you need to stay informed:



Competitive rates

23%



Your website rates **were the lowest** compared to all advertised rates trivago receives for your property.

Rate parity

37%



Your website rates **were the lowest** and in parity with other advertised rates trivago receives for your property.

Non-competitive rate

35%



Your website rates **weren't the lowest** compared to all advertised rates trivago receives for your property.

Rate unavailability

5%



The percentage of time trivago **didn't receive** your website rates for your property.

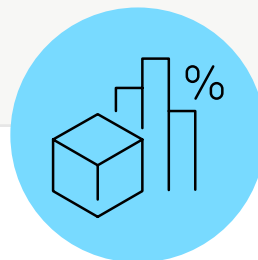
Rate Connect Opportunities is available based on a minimum of 100 impressions for property on trivago within a 30-day time frame. You can check your impressions on the Home page in Business Studio.

Optimize your campaign

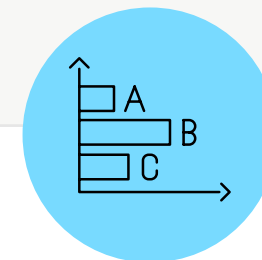
With Rate Connect, you can leverage trivago's influence as a metasearch to **drive more qualified traffic to your website**, where you have control over direct bookings and offer travelers a seamless and secure booking experience.



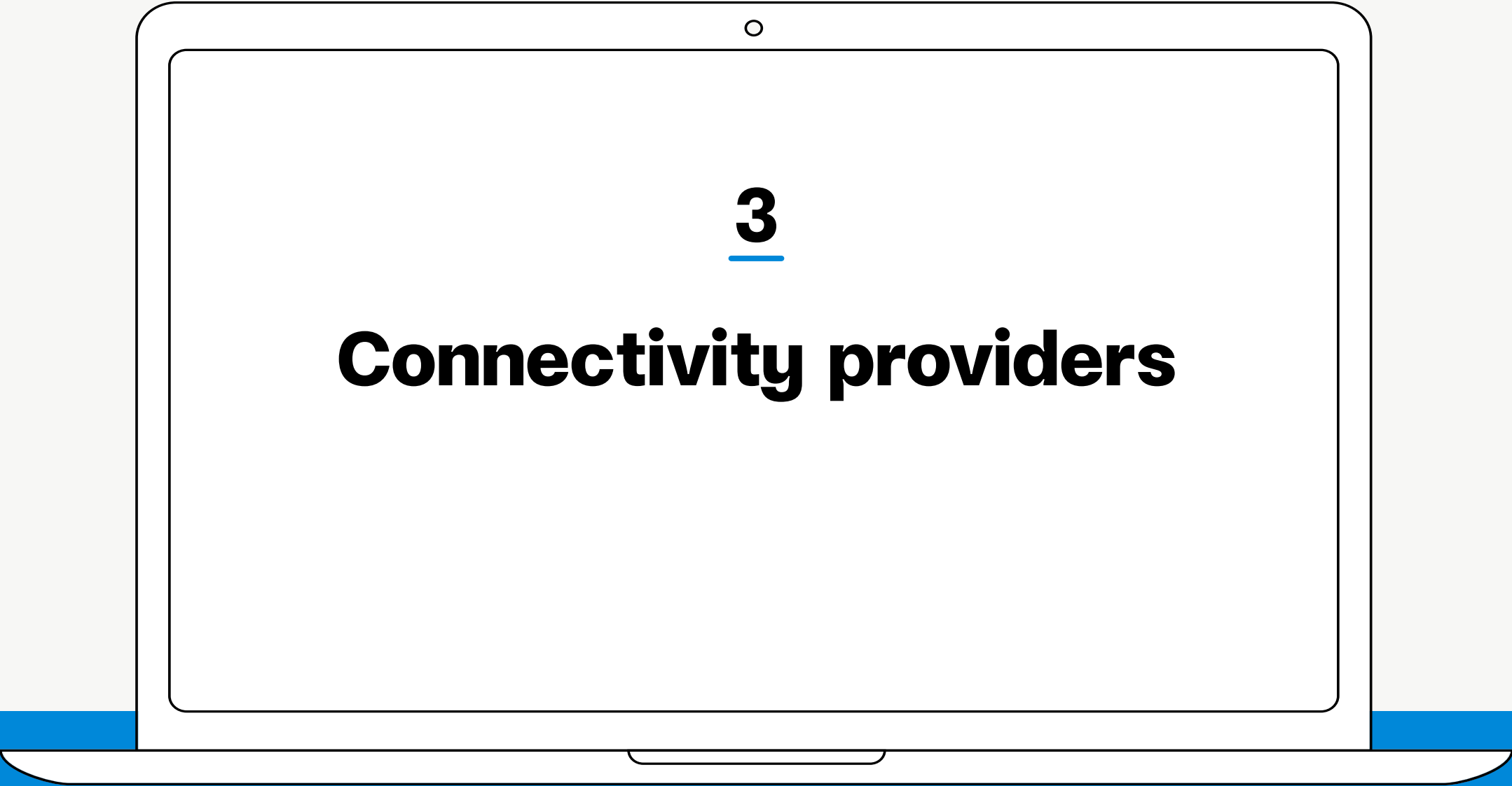
Always keep your campaign active. A paused campaign will remove your website rates from trivago and the link to your booking page.



Regularly check your analytics to track your **performance** on **trivago** and with **Rate Connect**.



Ensure that **your website rates are the lowest** compared to competitor hotels and the rates OTAs advertise for your property.



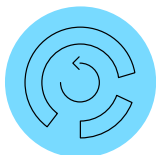
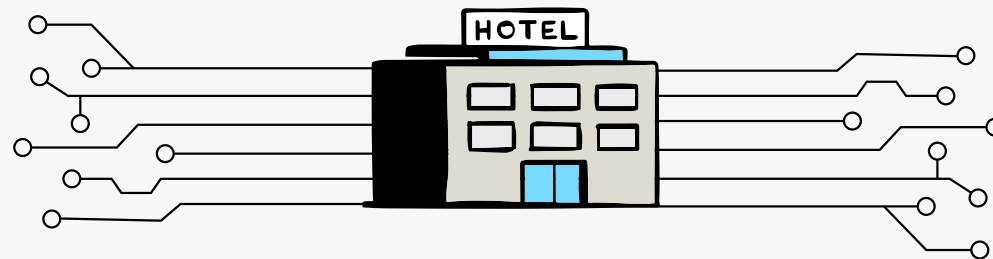
3

Connectivity providers

Get setup with a connectivity provider

In today's digital marketplace, seamless connectivity and broad distribution are essential for independent hoteliers to thrive.

What a connectivity provider can offer you:



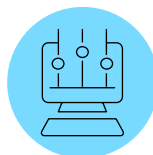
Property management system (PMS):
Simplify daily operations—from housekeeping to reservations—for greater efficiency.



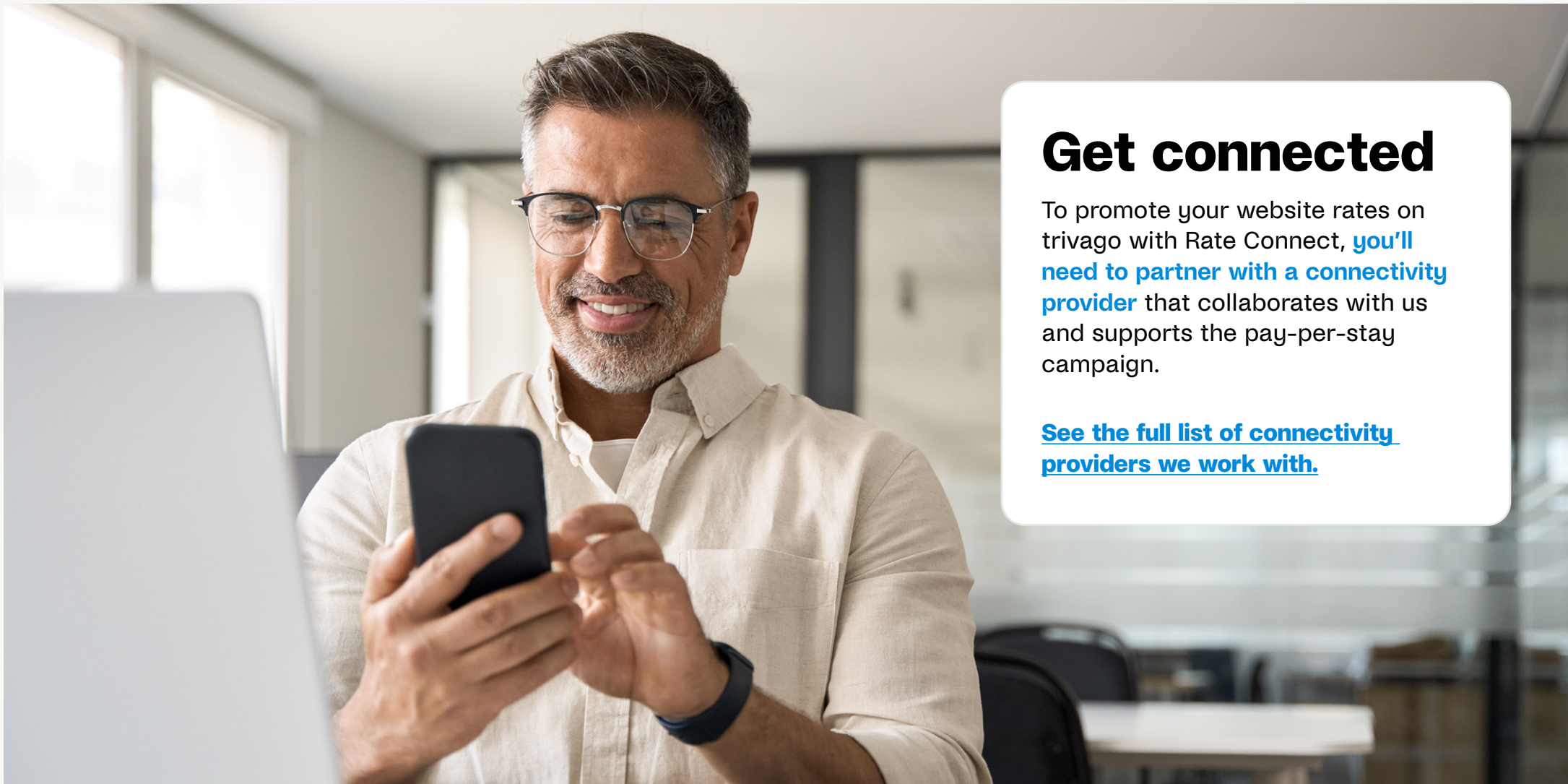
Booking engine:
Secure travelers' direct bookings on your website with a hassle-free reservation experience.



Channel manager:
Link your PMS to update rates and availability on multiple platforms quickly and easily.



Central reservation system (CRS):
Manage rates, availability, bookings, and distribution across multiple channels.



Get connected

To promote your website rates on trivago with Rate Connect, **you'll need to partner with a connectivity provider** that collaborates with us and supports the pay-per-stay campaign.

[See the full list of connectivity providers we work with.](#)

A minimalist line-art illustration of a laptop. The screen is white and displays the text '4' and 'Campaign setup'. The laptop is shown from a slightly elevated front perspective, with a blue bar at the bottom representing the base or a surface.

4

Campaign setup

How to set up your campaign

You need:

✓ A Business Studio account

Already registered? Great!

Haven't registered your property on [trivago Business Studio](#)?

You can do it today—it's **free**.

✓ A connectivity provider

trivago works with over 60 connectivity providers to support hoteliers worldwide with Rate Connect's pay-per-stay campaign.

[Check our partners here.](#)

✓ A verified connection

Reach out to your connectivity provider and request to have your website rates and availability distributed to trivago for Rate Connect.



How to set up your campaign

1. Log in to trivago Business Studio.

Your email address

Next

2. Go to Rate Connect and click on Create campaign.

Home

Rate Connect

Business Studio+

Property Details

Create campaign

3. Review the highlights of the pay-per-stay campaign.

- ✓ _____
- ✓ _____
- ✓ _____

Continue

4. Opt for the recommended commission rate or choose the one that suits your needs.

12%

15%

18%

20%

25%

Recommended

The higher the commission, the more visibility you can experience.

How to set up your campaign

5. Select the currency you want to use for payment.

Note: A change of currencies won't be possible after the first billing of your campaign.

€ - Euro

€ - Euro

6. Enter your billing address, including your tax ID number if applicable.

Billing address

7. Indicate your payment method for Rate Connect.

+ Add a new payment method

☐ Credit card / debit card
 ☐ SEPA

We accept credit and debit cards, as well as payment in euros from the 36 countries within the SEPA zone.

8. Tick the box to confirm you accept the terms and conditions and then start your campaign.

☒ I accept the following [Terms and Conditions](#).

Start campaign

A minimalist line-art illustration of a laptop. The screen is white and displays the text '5' and 'Manage and track campaign'. The laptop is shown from a slightly elevated front perspective, with a blue horizontal bar at the bottom representing the base or a surface.

5

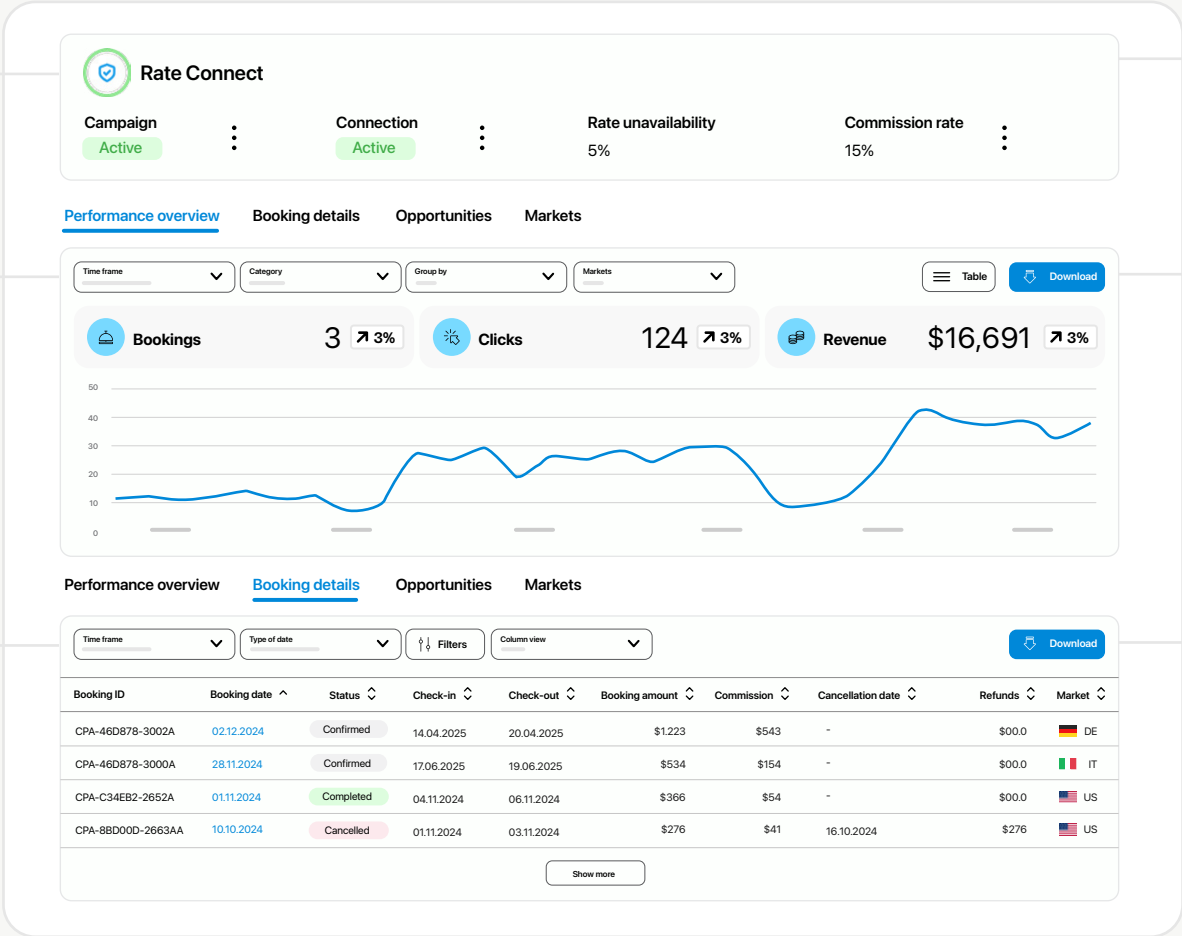
**Manage and track
campaign**

Manage your campaign and track your success

Check campaign and connection status.

Use the filter options to sort analytics.

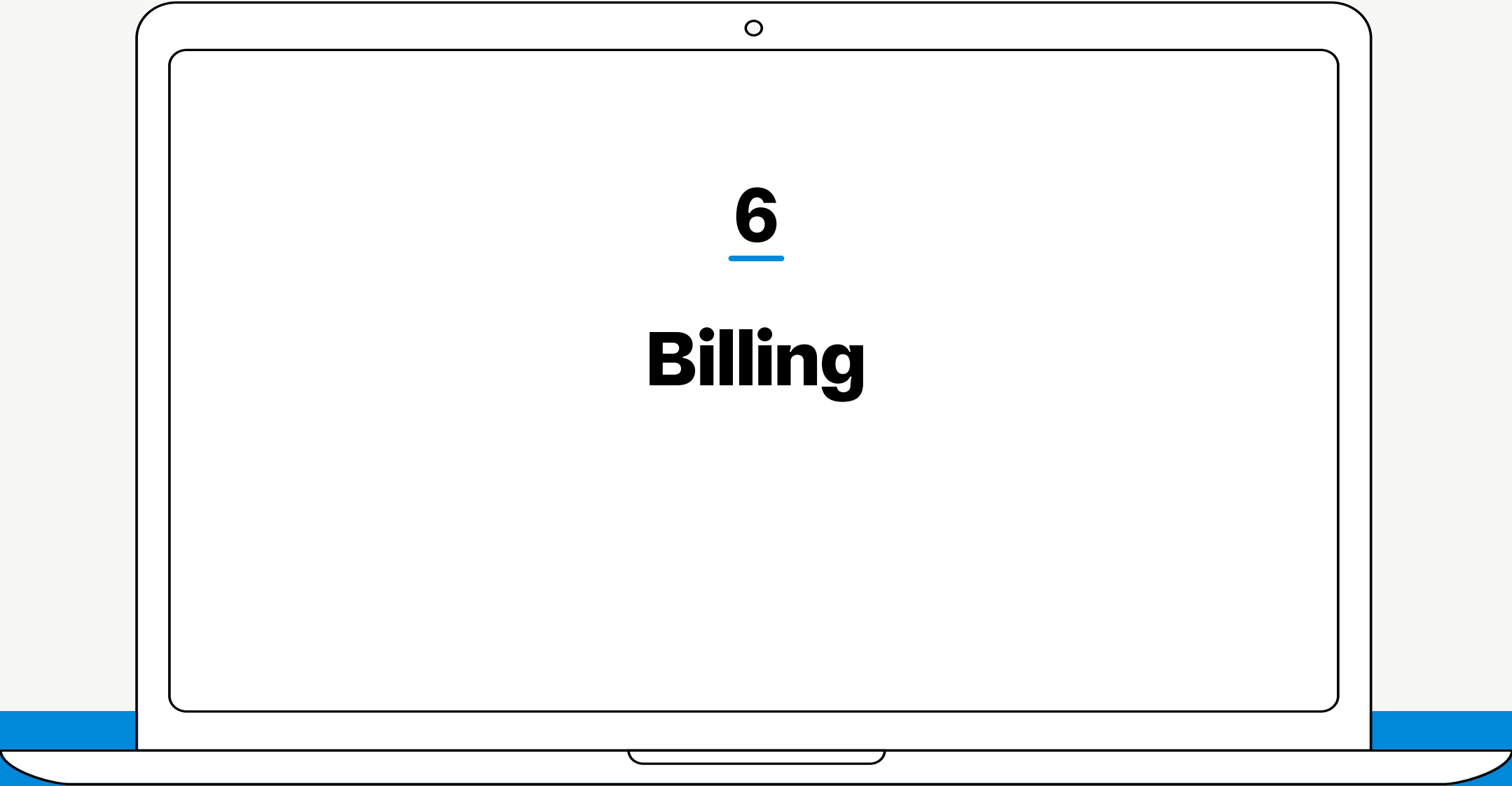
Filter and review details of direct bookings.



Verify current commission rate and change when necessary.

Monitor key metrics in a table and graph format, with the option to download the data.

Download analytics and details on direct bookings.



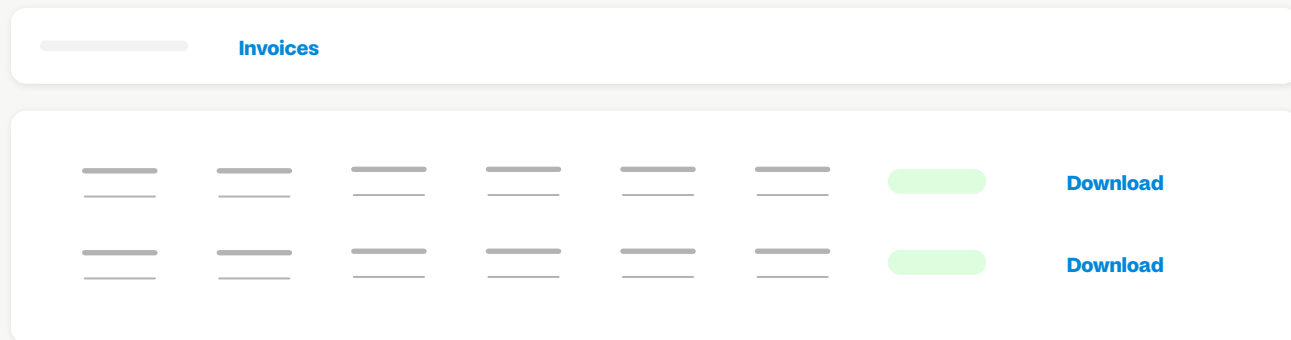
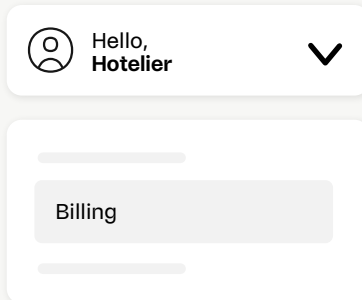
6

Billing

How billing works

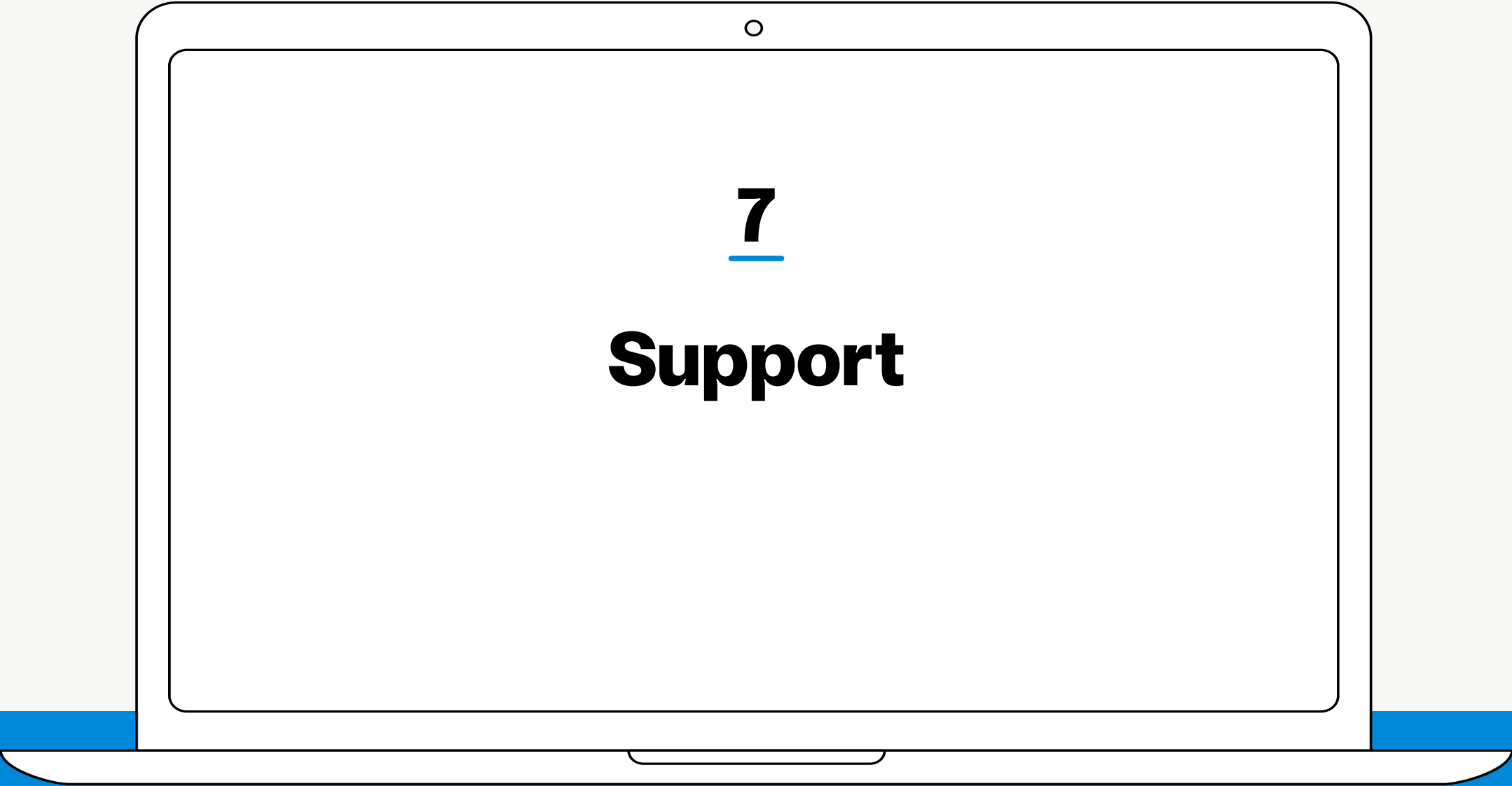
No matter when you generate a direct booking with Rate Connect, trivago will bill you for it **only after the guests check out.**

The amount charged is based on one of the available commission rates you choose for your pay-per-stay campaign. You won't be charged for a canceled direct booking unless you keep part or all of the booking value.



Invoices are sent by email and are also downloadable under **Billing** in your Business Studio account.



A minimalist line drawing of a laptop. The screen is white and contains the text '7' and 'Support'. The number '7' is black with a blue underline. The word 'Support' is in a bold, black, sans-serif font. The laptop has a thin black outline and a small circle at the top center representing a camera. The background is a solid blue color.

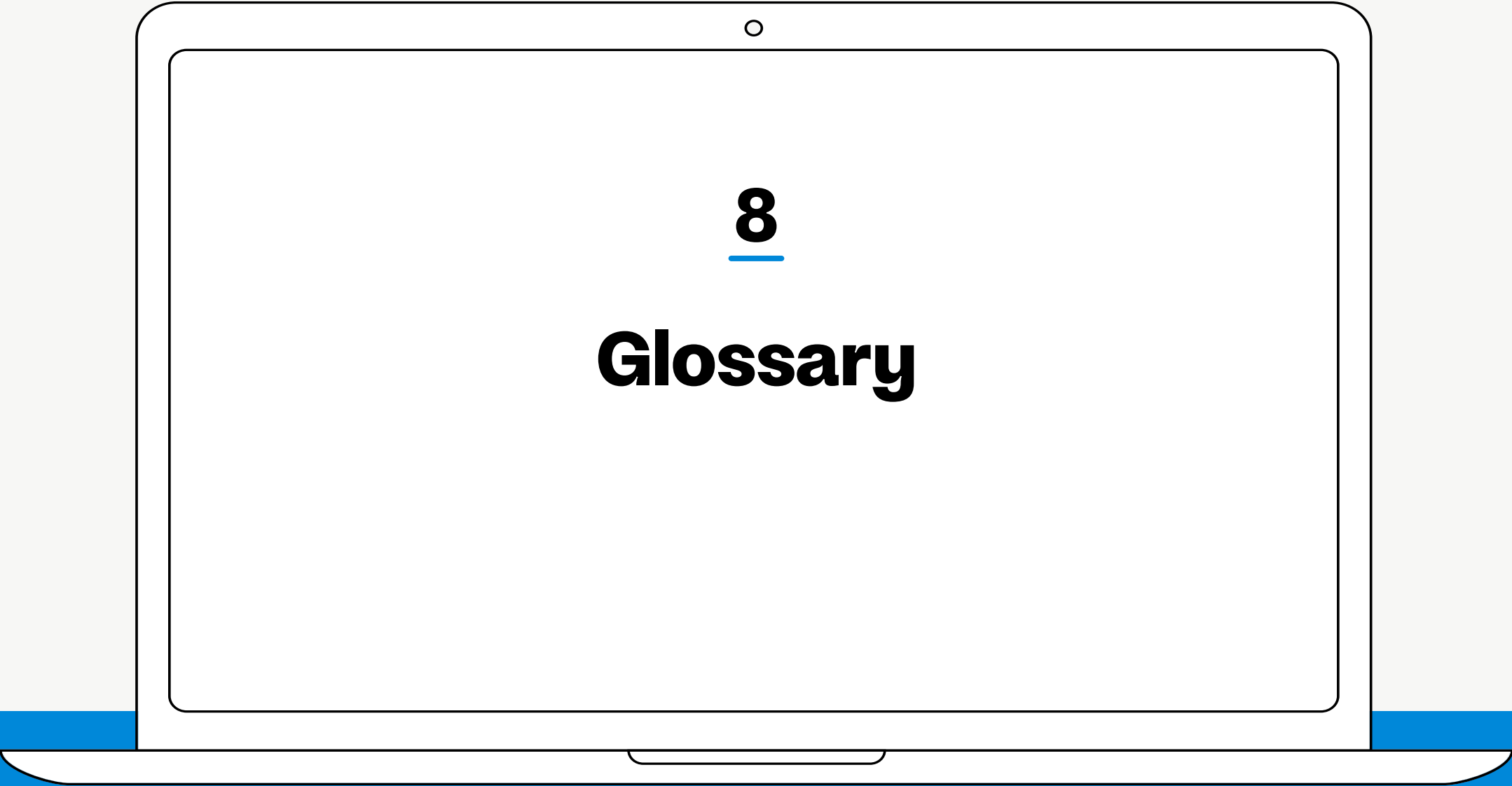
7

Support

**Have questions or
need help setting up
your Rate Connect
campaign?**

[Book an appointment](#)
with our Customer
Success team!



A minimalist line-art illustration of a laptop. The screen is white and displays the text '8' and 'Glossary'. The laptop is shown from a slightly elevated front perspective, with a blue horizontal bar at the bottom representing the base or a surface.

8

Glossary

Industry terms—from hotel tech to metasearch

Agencies

Companies that support hotels with marketing strategy.

Booking Engine

Tool that enables direct bookings on a hotel's website.

Channel Manager

Software that automates rate and inventory updates across multiple booking platforms to prevent overbookings.

Click-Through Rate (CTR)

The percentage of people who click a link in a marketing message to visit a web page.

Connectivity Provider

A company offering software that helps hotels distribute inventory and manage operations.

Conversion Rate

The percentage of website visitors who complete a desired action, such as making a booking.

Cost-Per-Acquisition (CPA)

A commission-based model where charges apply only when a booking is made.

Cost-Per-Click (CPC)

A payment model where charges apply each time someone clicks on a listing or ad.

Central Reservation System (CRS)

Software used to manage availability, rates, and bookings across distribution channels.

Customer Relationship Management (CRM)

System for managing interactions with guests and prospects to improve service, sales, and retention.

Distribution Channels

Platforms where rooms are sold directly (e.g., hotel website) or indirectly (e.g., OTAs, metasearch).

Hotel Metasearch

Platforms, like trivago, that compare hotel deals from various booking sites and redirect users to book.

Impressions

The number of times a hotel listing appears in search results, regardless of clicks.

OTA (Online Travel Agency)

Third-party sites, like Booking.com and Expedia, that sell hotel rooms and other travel services.

Property Management System (PMS)

Software for handling hotel operations such as bookings, front desk, and reporting.

Rate Competitiveness

Strategy of setting prices that are attractive to the target audience while maintaining profitability.

Rate Parity

Rates for rooms are the same across all distribution channels.

Rate Shopper

Tool that collects market data, including:

- Competitor rates
- Rates across distribution channels
- Local demand and occupancy
- Area events and holidays

Rate Unavailability

The percentage of times a property's rate doesn't appear in search results.

Wholesaler

A third-party that buys hotel rooms in bulk and resells them to OTAs and travel agents.