



BML Ecosystem Vision

Improve our relationship with partners

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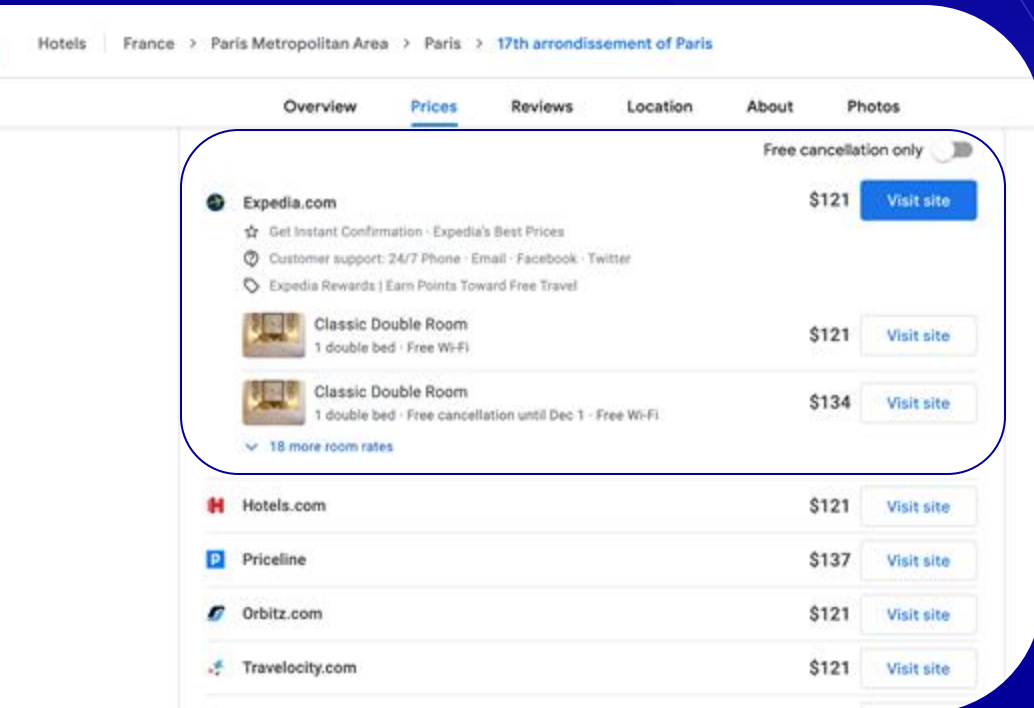
Content strategist
Adrienne Marrone

**The goal of BML (Beat, Meet, Lose)
is to source the best rates &
inventory for travelers, in an
effort to increase bookings &
revenue**

Why is BML important for Expedia?



Win/Win vs Lose/Lose situation



A **good BML** means EG's offering is **competitive** and **attractive** to travelers which **increases views** and **bookings** for our **partners**

A **bad BML** means EG is **less competitive** and **less attractive** to travelers which **decreases views** and **bookings** for our **partners**

Partners' perception of BML tools

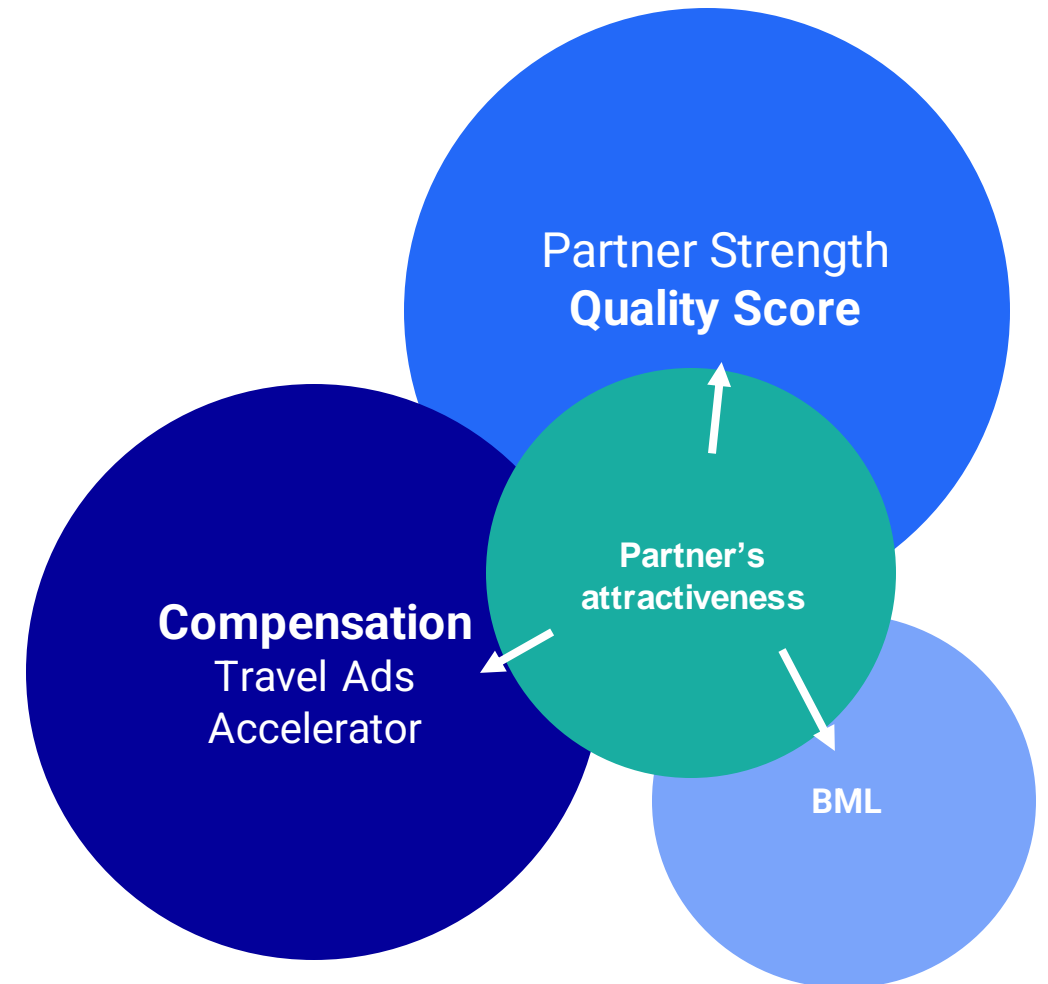
When it comes to partner's visibility, BML is only one of the multiple layers that requires attention

Partners are aware of how visibility boosting mechanism on E.com work

To improve their visibility on E.com **partners are making the distinction between what they can naturally improve from how increasing compensation or paying for boosters could impact their visibility.**

Maintaining a high visibility on E.com is not a smooth journey

Partners need to sort out what is within their purview and what is not within their purview when it comes to fixing rate parity issues. And they're doing a lot of investigation to figure out what's going wrong.



Quality score is the most know visibility triggers by the partners



Partners were used to manage their Quality score to be more visible and don't necessarily refer to BML as a strong lever of visibility

- **Quality score** was **promoted** until now as one of the **most important levers of visibility**
- Whereas **BML** was created for **MM first as an internal tool**
- Partners were lacking **the “why”** behind the Rates & availability discrepancies shown on the previous **channel comparison** page
- The lag between fixing BML issues and the Quality score updates **is long and not explained**

QUALITY SCORE

Your quality score

Excellent

Quality score is one of the ways we help you attract guests and perform well in the Expedia Group marketplace.

[LEARN MORE](#)

Your quality score

Good

Quality score is one of the ways we help you attract guests and perform well in the Expedia Group marketplace.

[LEARN MORE](#)

Your quality score

Recovering

Quality score is one of the ways we help you attract guests and perform well in the Expedia Group marketplace.

[LEARN MORE](#)

Your quality score

Poor

Quality score is one of the ways we help you attract guests and perform well in the Expedia Group marketplace.

[LEARN MORE](#)

Your quality score

Very poor

Quality score is one of the ways we help you attract guests and perform well in the Expedia Group marketplace.

[LEARN MORE](#)

“My priority is to keep my Quality score always good to prevent ranking drop”

Alex, A segment partner, AMER

Because of the effort and the time that it requires, the tool is underestimated

- ▶ **Stick vs Carrot approach** from EG ("EG is not my business partner")
- ▶ **Comparisons are perceived as incorrect**, and the system as unfair since partners feel we're not comparing the same things ("Apples vs Oranges")
- ▶ Partners don't understand **how the shopping was done** and detect **what goes wrong** is not as obvious and straightforward as it should be in PC.
- ▶ Partners **need more clarity** on Expedia's calculation method defining their rank
- ▶ Partners don't see the spotted issues as Partner-Centric – seen rather as **Expedia Group-centric**
- ▶ Take action on either **fixing it** or **disputing it** with Expedia Group can't be done fully autonomously



While fixing visibility issues I would like to see the root cause of the problem I'm facing. It will help me to fix it quicker.... Today the interface is too busy, each data point is a network itself!

Czarina, A segment partner, AMER

User stories



Riley

Owner

“ I am checking this thing daily to make sure we do not have any issues, for every special I place on Booking, I mirror it here, and vice versa..

Owns 4 properties Using mobile heavily to check email alerts from PC

Key West Motel



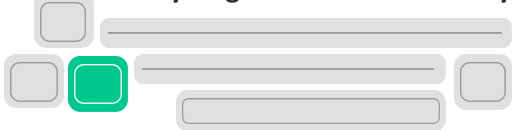
NORAM



Independent hotel 29 rooms

Revenue Strategy Connectivity
B Medium Strong Not Connected

Journey Stage: Rates & Availability



Actions

On Expedia

- Fix my rates issues
- Fix my inventory issues
- Troubleshoot rate discrepancies

“Well,.. getting an email alert about an issue is good because my email goes right to my phone and you know, obviously if I'm not in the office, I'm not looking at Partner Central the whole time. ..But if an email pops up, I always stop glance at it. “.....

Off Expedia

- Update channel manager
- Shop other OTA sites
- Verify Expedia BML Issues

Goals

Be visible

By fixing rates & inventory, I'm expecting to be more visible on Expedia websites and maintain my favorable Search Ranking an Q-Score

Make more bookings

Increase Occupancy
Have better rates than competitors

Attract more travelers

To use Expedia products to boost visibility
Have reservations notifications on Mobile to be more responsive

“ Please tell me what it is that is expected of me to avoid seeing this [BML issues] every single day. We (myself and my partner) have made a concentrated effort to ensure that every special, every restriction mirror each other from one "Brand" to the next.

Obstacles

Wrong comparison

Shopping compares different room types rather than the same room types

“ I want to verify first that the problem is “apples to apples” [not apples to pears]

“ “[when I check] my Partner Central like I do everyday and I keep getting the "Poor Quality Score" due to availability concerns. Typically, it one or two a day that are incorrect..”

Tools & Technology

Inability to make sure the BML issues pushed by Expedia are accurate

Punishment on Quality score & Sort order

Frustration to have to fix the BML issues to improve my sort quality score & sort order

Aubrey

Executive Assistant Manager

“ When score is going poor I go to check item by item and I visit other sites like Agoda and B.com to see if there's no parity issue. I'm investigating a lot to understand where the issue is coming from in order to maintain the highest visibility as possible.

Manages 3 properties

Not using mobile heavily

Wyndham Grand Phuket Kalim Bay



APAC

Distinctive Tailored Experiences, beach



Chain hotels



5 stars property of 240 rooms, suites & villas

Revenue

A High

Strategy

Strong

Connectivity

Connected

Journey Stage: Partner strength



Actions

On Expedia

- Check property quality score
- Manage ranking on E.com
- Fix parity issues
- Buy Travel Ads

“ Sometimes I think that the sort order position that Expedia displays in PC is not realistic because when I compare and look on website as a guest I don't see the displayed position. I'm wondering how the sort order is calculated...

“ My score is always excellent in the Offer Strength section so I don't see what I could do better that why this page is not really beneficial to me. I feel like it's more general information about my offer. And to be really transparent, the graphs don't really show what it measures...I would like to be able to interpret the figures.

Off Expedia

- Email Marketing

Goals

Strategic

- Daily revenue optimization
- Maintain a good conversion rate
- Manage relationship with OTAs
- Manage guests relation

Occupancy

- Increase Occupancy during week-end nights
- Increase long-stay bookings

Customers

Guests are mainly Korean, Chinese and Middle East.

“ If you don't fix your basics the average sort order will drop and conversion and production also, it's pretty obvious. That's why it's so important to always keep an eye on visibility and ranking.

Obstacles

Strategy & Execution

- Struggling with Corona virus
- CTAs are Expedia centric
- Proposed actions are not innovative

Tools & Technology

- The interface is not user friendly
- Fixing visibility issue is painful

Cost

- Investigating on rate parity issues is time consuming
- The deeper the promotion is the more clientele you'll have but they have chain restrictions to not increase the commission

“ I'm monitoring Rev+ and OTAs insights in order to have a good understanding of what's going on in my market before taking any decision. It's especially helpful when I'm setting Travel Ads, for each country I know where to put my money on.

Northstar vision

In Automation we trust





Simplify

- Provide clear issues with **clear call to action**
- Show **straightforward proof points** of issues suggested
- Give the ability to **partner** to give **feedback** on issues they can't fix



Integrate

- Integrate the right **side panel** for quick fix
- Show partners how it will **impact** their **Visibility**.
- Implement **Auto Rate Match** into **VMC opportunities** framework
- Integrate Root Causes into **Virtual Market Coach**



Build trust

- Show **Partner's benefits first**
- **Accurate data**
- **Compare** partners with key information like their **market**, their **compset**
- Show **playback results** on actions taken

DISCOVER/EXPLORE

What does it mean to be competitive & visible?
Why is it important?



OBSERVATIONS/INSIGHTS

Explain the power of automation
What are the main blockers to increasing visibility



RESULTS/EVALUATE

What is the impact on actions taken or automated?
How can we do better?



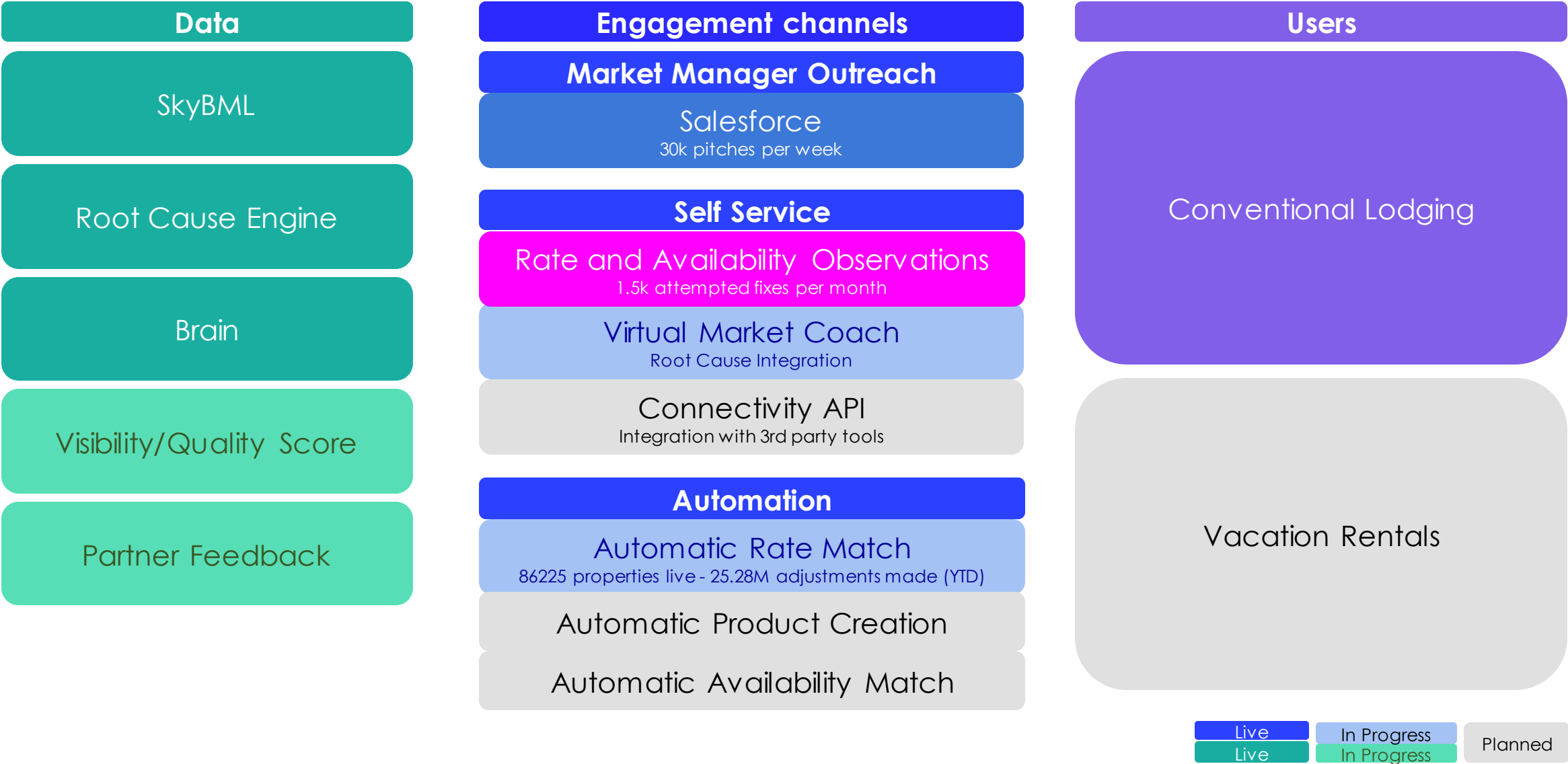
RECOMMENDATIONS

What are the benefits of the automation?
How can we give more guidance to achieve their goals?



Increase trust
&
engagement

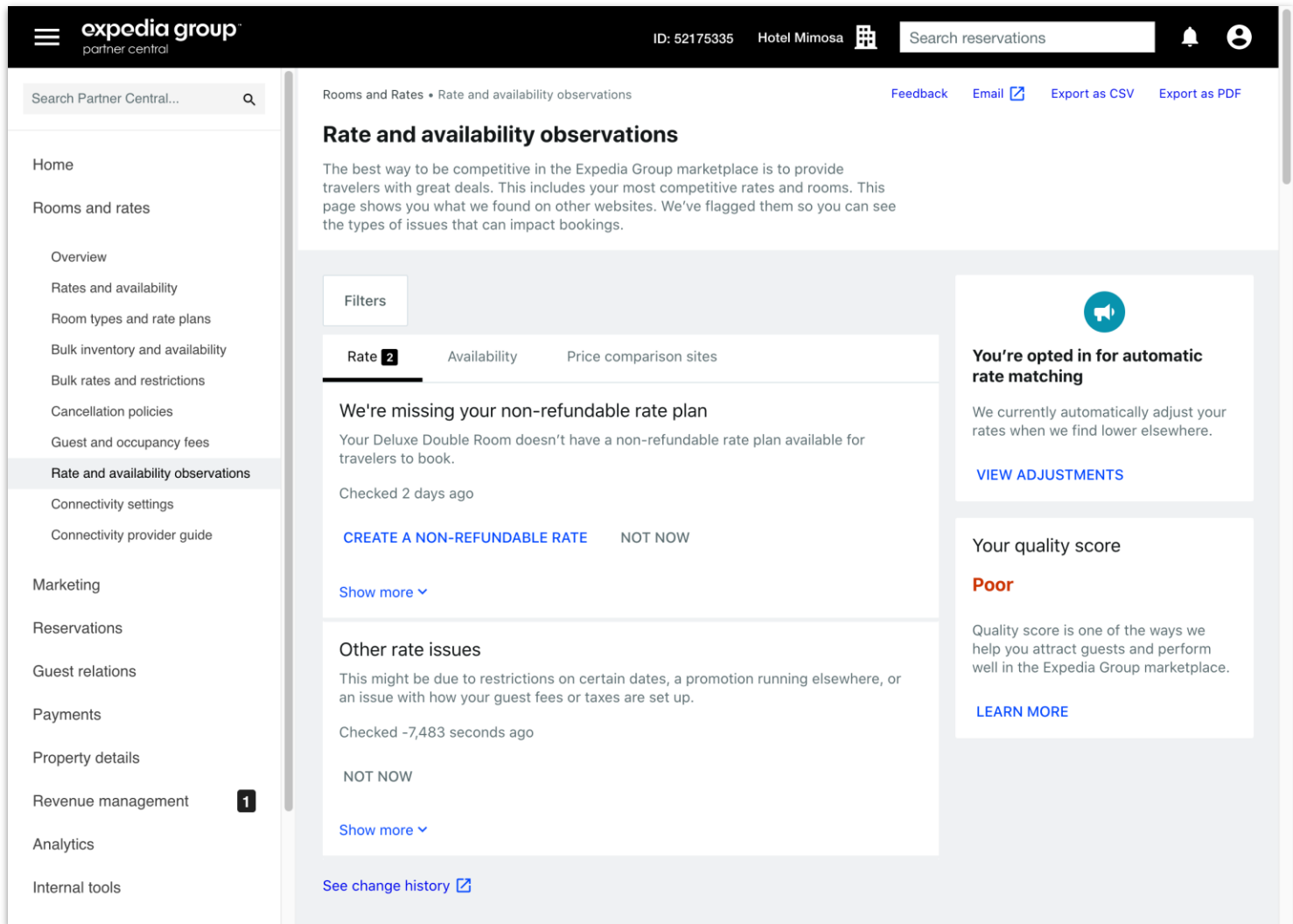
What are our main levers? | Keep partners engaged



Where are we now?

- **Traffic:** Mainly from Homepage
Incoming traffic from QS has decreased significantly
- **Ferris Adoption**
- UX improvements:
 - **Creation of buckets** “Rates, Availability, Price Comparisons”
 - **Grouping** of discrepancies per **root cause** and **one call to action** suggested

We need to work on being simpler,
**more partner centric & reducing
redirects** to other pages



The screenshot displays the Expedia Group Partner Central interface. The top navigation bar includes the Expedia Group logo, user ID (52175335), hotel name (Hotel Mimosa), and a search bar. The left sidebar contains a menu with categories like Home, Rooms and rates, Marketing, Reservations, Guest relations, Payments, Property details, Revenue management, Analytics, and Internal tools. The main content area is titled 'Rate and availability observations' and includes a sub-header 'Rate and availability observations'. It features a 'Filters' section with tabs for 'Rate' (selected), 'Availability', and 'Price comparison sites'. A message states: 'We're missing your non-refundable rate plan. Your Deluxe Double Room doesn't have a non-refundable rate plan available for travelers to book. Checked 2 days ago.' Below this, there are buttons for 'CREATE A NON-REFUNDABLE RATE' and 'NOT NOW', along with a 'Show more' link. Another section titled 'Other rate issues' explains potential causes like restrictions on certain dates or promotions running elsewhere, with a 'Show more' link. On the right side, there are two informational boxes: 'You're opted in for automatic rate matching' with a 'VIEW ADJUSTMENTS' link, and 'Your quality score' which is 'Poor' with a 'LEARN MORE' link.

Key success factors of Self service



Who is our target group for self service

- **C partners** without guidance from Market Managers
- Partners that have a **small** amount of **BML issues**
- Partners who want to **keep full control** of their rate & availability.



Current

$7.3\% > 57\% > 12\% \Rightarrow 0.5\%$

7.3% of PC visitors monthly on RAO

57% of partners see root causes

12% of partners click on call to actions

(fix tracking is not currently available)

0.5 % of **attempted** fixes

2022 GOAL

$20\% > 70\% > 20\% \Rightarrow 2.8\%$

20% = 10% BML visibility in **VMC**

10% of PC visitors monthly on RAO

70% of partners see root causes

20% of partners successfully **fix BML issues**

2.8 % of **actual** fixes

What could be done to improve Self Service adoption



UI in progress

1

Show **potential benefits** of **actions taken** to partners

2

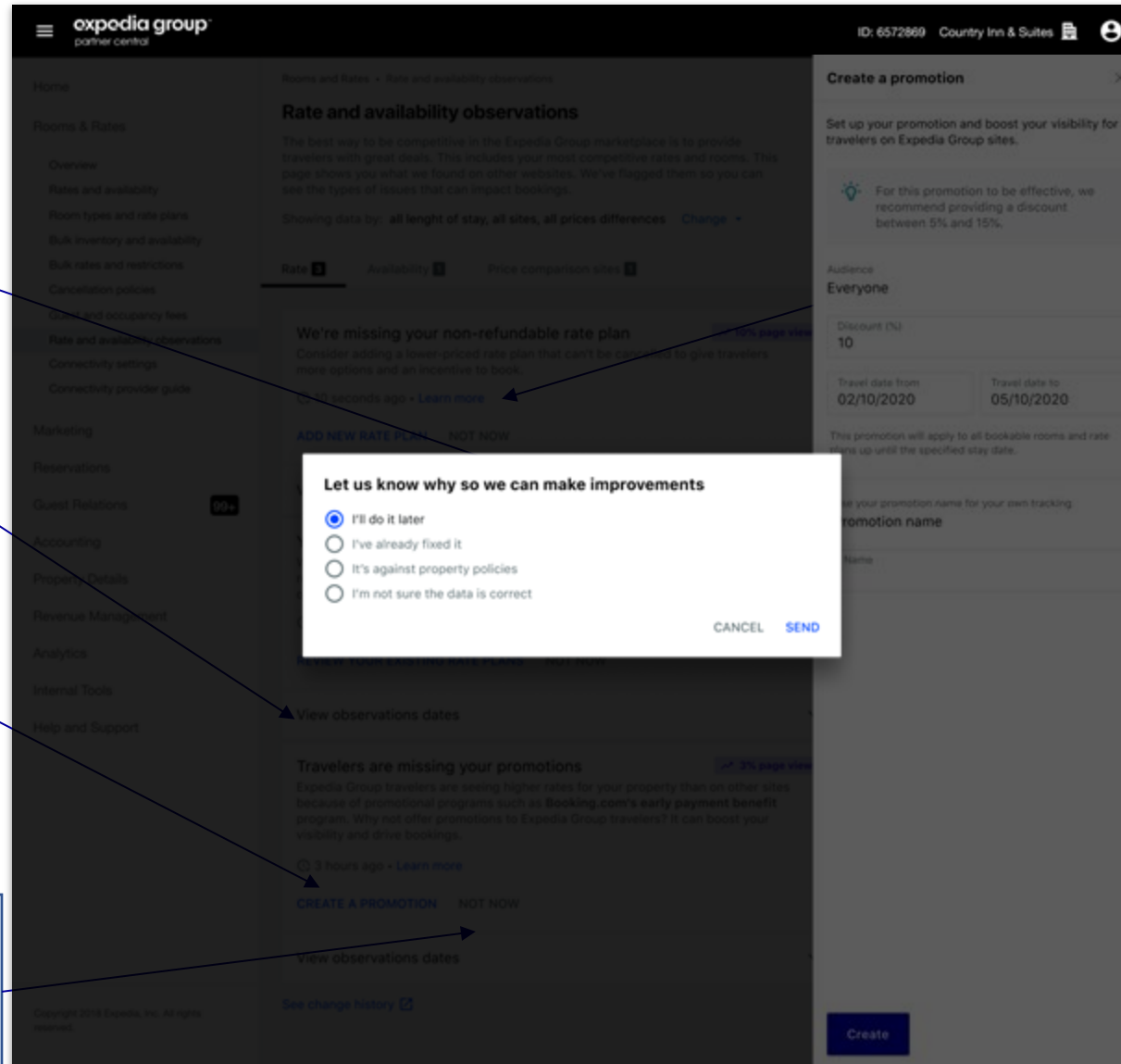
Observations dates connected to the **suggested action**

3

Improve experience to provide **one-click fix** with **pre-filled information** coming from observations

4

Partner can provide **feedback** on why they can't fix the issue now



5

Better guidance & coaching for partners connected to **VMC**

6

Visibility metric to help partners to achieve their goal compared to their market

7

Celebratory moment showing **playback results** based on actions taken

The background is a solid dark blue. It features several abstract geometric elements: a large teal circle on the right side, a smaller teal circle at the top center, a blue circle at the bottom left, and a thin white line that curves across the middle of the slide.

What about Automation?

expedia group
partner central

ID: 120 Hotel Stratford

Search reservations

Search Partner Central...

Home

Rooms and rates

Marketing

Reservations

Guest relations

Payments

Property details

Revenue management

Analytics

Internal tools

Help and support

Revive and relief

This new program is designed to support you as the tourism industry begins to recover. Our goal is to help you engage with travelers and turn them into guests, through improved search visibility and financial relief.

This program is now completed and this page will soon be retired. You can continue to manage automatic rate matching [here](#).

Program results

Net revenue
USD 9,407
since 9/24/2020

Net room nights
142

Program period

Status
Opted out

Start date
9/24/2020

Opt out date
10/21/2020

Look at the program's benefits by tool

Inactive

10% discount results

Net room nights
64

Net revenue
USD 4,145
from 9/24/2020 until your opt out date

Active

Auto rate match results

Rate matches
14

Net room nights on adjusted rates
105

Net revenue on adjusted rates
USD 7,050
since 9/24/2020

[VIEW DETAILED RESULTS](#)

[MANAGE AUTO RATE MATCH](#)

Inactive

Offer a package rate discount

Minimum 10% discount on a refundable package rate that targets travelers booking in combination with another travel product. These travelers tend to stay longer, book earlier and cancel less.

expedia group
partner central

ID: 120 Hotel Stratford

Search reservations

Rooms and Rates

Rate and availability observations

Automatic rate matching

Automatic rate matching

This optional service can save you time and improve your organic placement in search results. We'll automatically match any of your own rates that we see on other sites if they are lower than those visible to travelers on Expedia Group sites.

Performance

Adjusted rates
17

Net room nights on adjusted rates
105

Net revenue on adjusted rates
USD 7,050

Last updated: 11/17/2020

Summary

Status
Opted in

Start date
8/1/2020

[I'd like to opt out](#)

Automatically matched and adjusted rates on the last 30 days

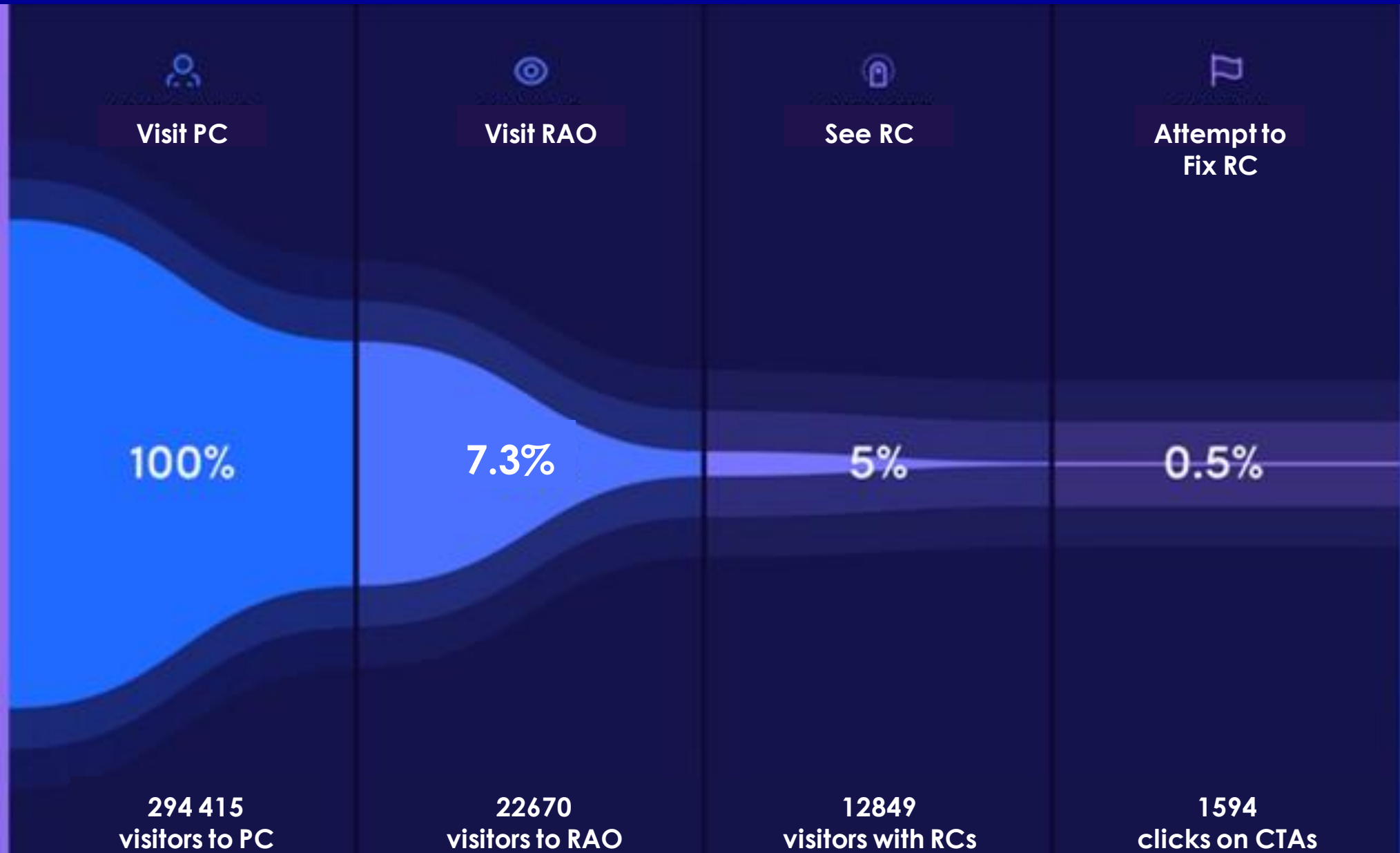
[Export as CSV](#)

Time adjusted	Check-in/Check-out	Room	Original rate (USD)	Adjusted rate (USD)	What we saw
11/17/2020 5:45 PM	12/22/2020 - 12/23/2020	Deluxe Room, 2 Queen Beds	90.00	81.00	Booking.com
11/17/2020 5:45 PM	12/17/2020 - 12/18/2020	Deluxe Room, 2 Queen Beds	90.00	81.00	Booking.com
11/13/2020 10:06 PM	11/15/2020 - 11/16/2020	Deluxe Room, 1 King Bed	87.00	85.00	Booking.com
11/13/2020 8:00 PM	11/14/2020 - 11/15/2020	Deluxe Room, 1 King Bed	87.00	85.00	Booking.com
11/9/2020 12:27 PM	12/16/2020 - 12/17/2020	Deluxe Room, 2 Queen Beds	90.00	81.00	Booking.com
11/9/2020 12:27 PM	12/13/2020 - 12/14/2020	Deluxe Room, 2 Queen Beds	90.00	81.00	Booking.com
11/9/2020 12:27 PM	12/8/2020 - 12/9/2020	Deluxe Room, 2 Queen Beds	90.00	81.00	Booking.com
11/9/2020 12:27 PM	11/18/2020 - 11/19/2020	Deluxe Room, 1 King Bed	90.00	81.00	Booking.com
11/8/2020 12:00 AM	11/11/2020 - 11/12/2020	Deluxe Room, 2 Queen Beds	96.00	90.00	Booking.com
11/7/2020 11:24 PM	11/10/2020 - 11/11/2020	Deluxe Room, 2 Queen Beds	96.00	90.00	Booking.com

1-10 of 17 Results

Current | 20% of 2019 GBV of adoption

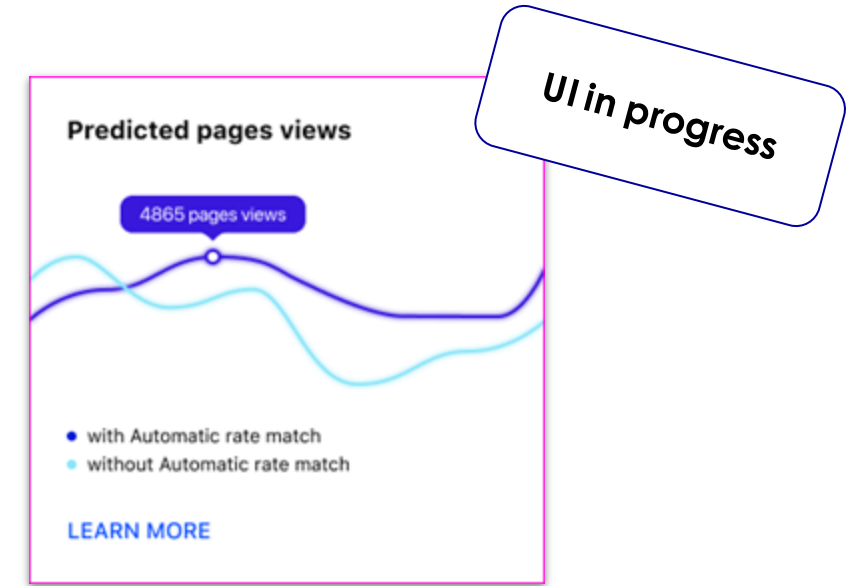
2022 GOAL | 35% of 2019 GBV of adoption for ARM
"Automated Product Creation" + "Automatic Availability Match" roll out





Who is our target group for automation

- **Engaged partners** who trust Expedia
- Partners that have a **medium to high** amount of **BML issues** that would benefit from time savings
- Partners who can **legally opt-in** to automation if they are a global account franchise
- Partners that experienced **high benefits** in programs like **R&R**



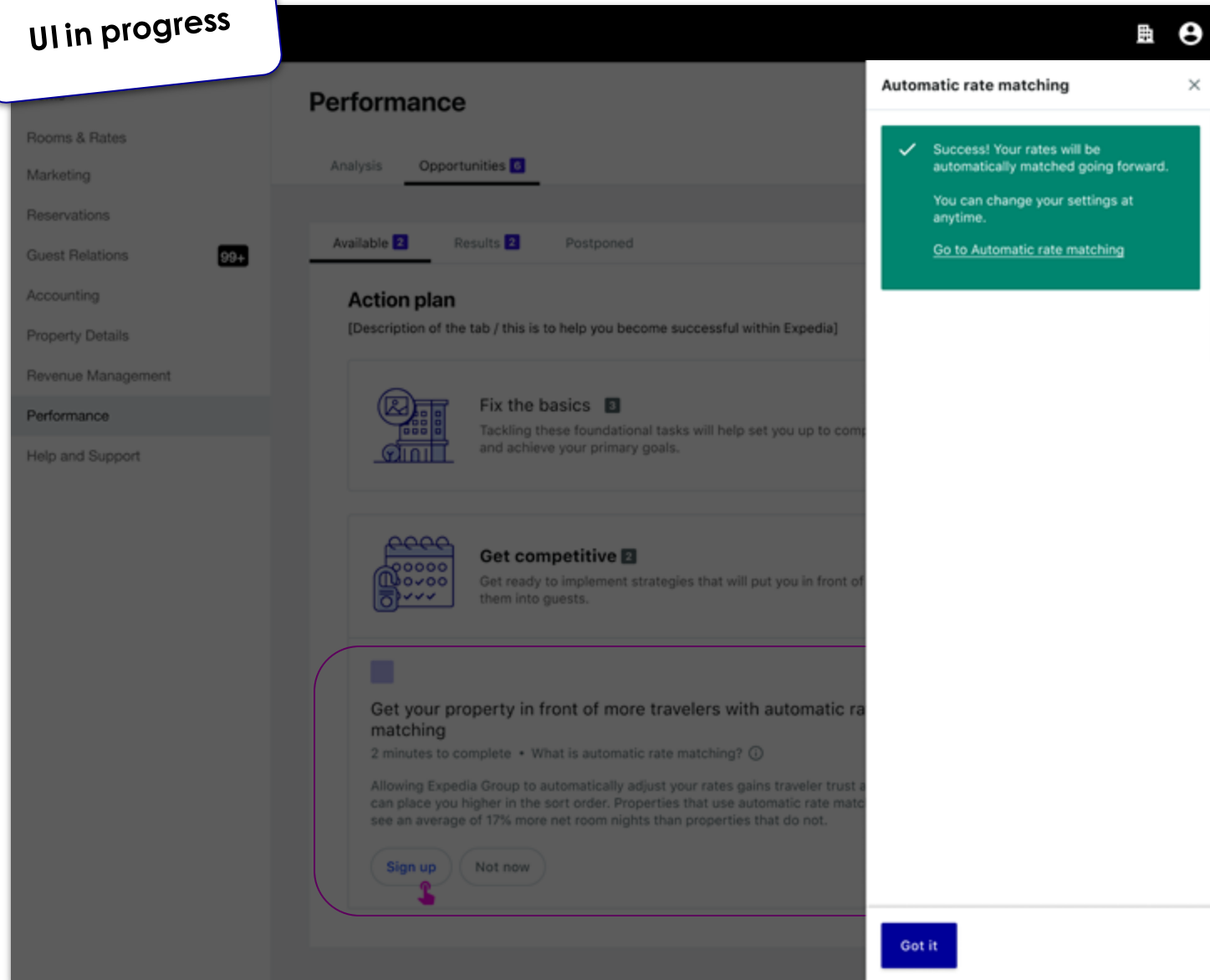
What could be done to achieve full adoption

- The **scope** of Auto Rate Match can be **expanded** to **Availability issues** and **Automatic Product creation**
- Partners may want **more control to undo automatic adjustments**
- Partners may have **trust issues** with **parallel processes** like Competitive Rate Adjustment that are currently unreported
- Partners may already have very **low amounts issues** and **wouldn't have a clear benefit** of opting in to automation

How does Virtual Market Coach integrate?



UI in progress



1

- ARM opportunity** suggested if:
- Partners not opted into Auto Rate Match
 - Have X number of BML Rate issues

2

Explanation to partners to **what ARM is** and how it could help them daily to **increase their visibility**

3

Simplified flow with an **easy Opt in** process to the ARM program



Are there any other strategic initiatives?

API First



BML API for Connected Partners

- Connected partners represent **90% of EG** revenue & **56 000 connected properties** already adopted **Automatic Rate Match**
- In 2021 we want to **expand BML** in **connected partner tools**

+23% of Net Room Nights for connected properties
part of ARM product (2 months after opted-in)

Convergence

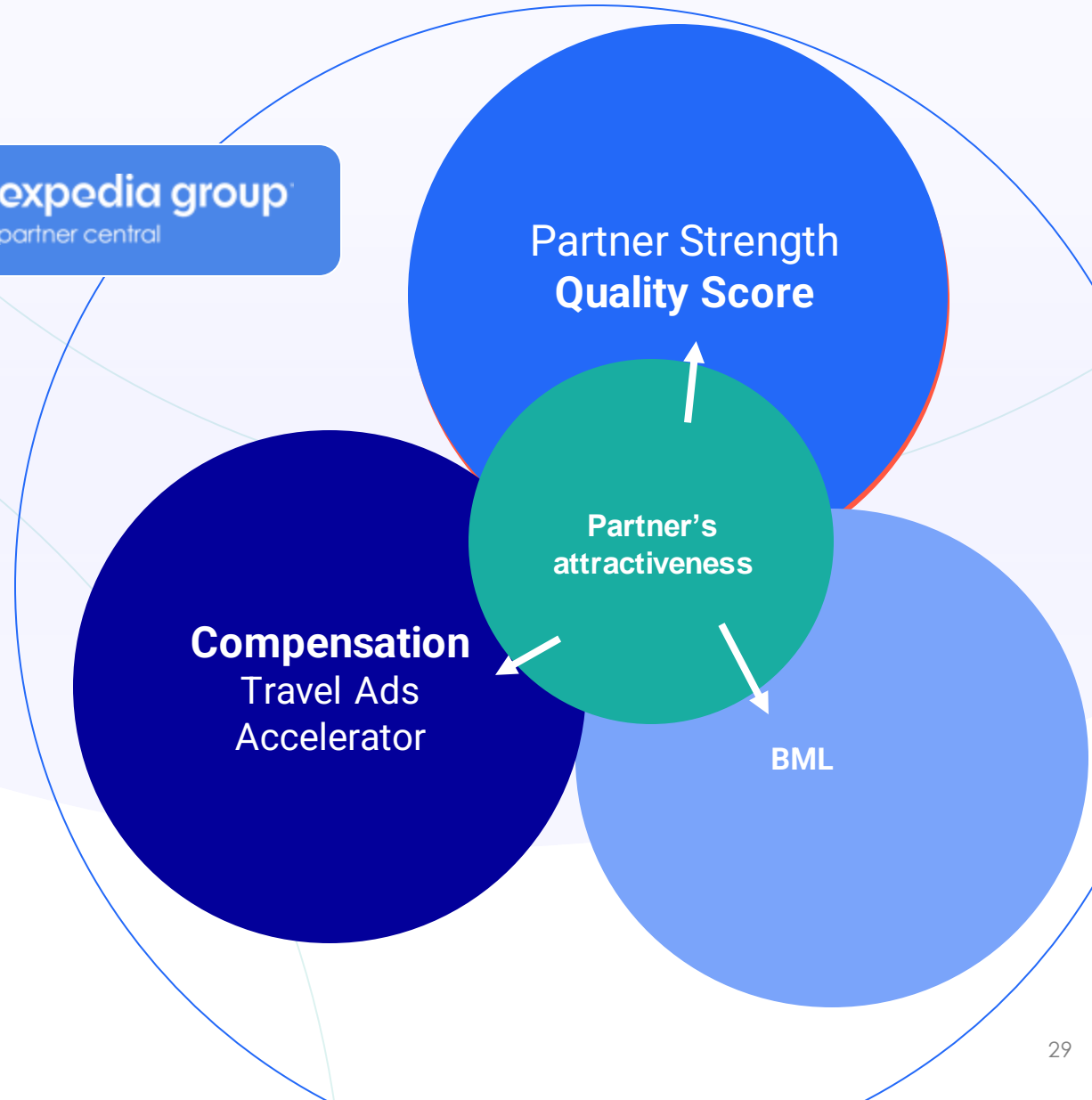


Vacation Rentals BML

- Currently **Vrbo BML** is used as an **internal only MM tool**
- We need to **redefine** and **simplify** the **BML** experience for **Vacation Rentals** and ensure we **remain competitive** on this resilient segment

More & more VRs in our portfolio so huge potential

- **VMC opportunities** will help for partners' adoption of **Automatic Rate Match & Automatic Availability Match & Automated Product Creation**
- **Automation** will **fix** most of the **rates and availability discrepancies** for **unconnected & connected** partners
- Give the **ability to partners to fix BML issues** all along their journey
- **Partner Strength & Quality score** **won't exist** anymore and **Visibility** will be our new **benchmark** in Partner Central
- Partners will understand **the value of being engaged** thanks to **benefit playback**



Partner-facing BML is still missing a foundational understanding of its users



We need to continue exploring in order to validate we've identified the right rooms for improvements



Bring more Self-Service solutions

Give partners more autonomy while fixing rate parity issues and be more transparent and consistent on how we're doing price shopping.

Validate



Automate when possible

Allow partners to save time and effort in order to put their focus on more added value tasks

Refine



What about Vacation rentals?

We haven't addressed that specific target group yet on EPC, although they've outperformed during the pandemic...

Explore

Generate

What's next for H1 2021?



VMC

- **Integrate** ARM oppy in **VMC MVP**
- Plan roadmap for **integration** of other **Root Causes** in **VMC**
Starting with MOD RC

Self Service

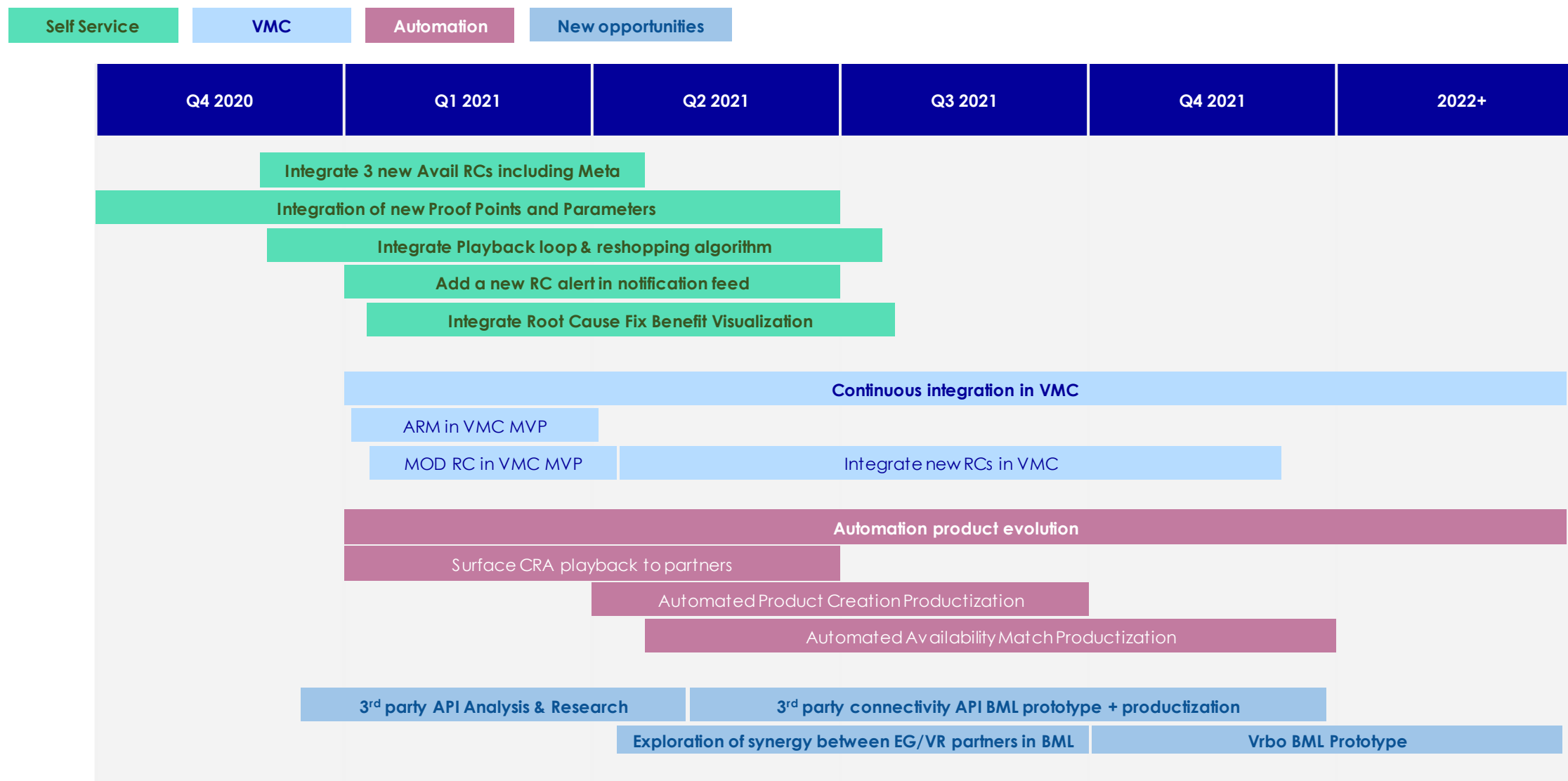
- Define **Partner benefit** visualization for **BML** and **Competitive Rate Adjustments**
- Redefine **Root Cause grouping** logic to be more fix oriented instead of issue oriented
- Work on **dynamic Root Cause** display based on **partner feedbackreshopping** loop

Automation

- Define **Partner benefit** visualization for **ARM**
- Improve functionality of ARM to include **Auto Product creation** and **Availability match**



High level roadmap





Thank You



Q&A

#bml-vision-questions