

Visuals Ranked

Great Visuals = More Bookings = More \$\$\$



ICE Portal provides hotels and resorts with content scores so they know the quality of their visuals, know what they can do to improve their content score and as evidence shows – better visuals will increase booking.

Why We Score Visuals

- ✓ Content scores give clients a better understanding
- ✓ Hoteliers will know how to improve visual quality
- ✓ Great visuals are critical to prospective consumers



Content Score	Size in pixels	Quantity	OTA Category	Room Type
100	>= 3,840	>= 25	100% categorized	100% of room photos tagged
80 - 99	>= 3,072	>= 20	>= 80% categorized	>= 80% of room photos tagged
60 - 79	>= 2,340	>= 15	>= 60% categorized	>= 60% of room photos tagged
40 - 59	>= 1,536	>= 10	>= 40% categorized	>= 40% of room photos tagged
20 - 39	>= 768 pixels	>= 5	>= 20% categorized	>= 20% of room photos tagged
0 - 19	< 768 pixels	< 5	< 20% categorized	< 20% of room photos tagged

Property Content Score 67 | Benchmark Score 58

How We Rank Visuals

- ✓ Size, quantity, categorization and room type mapping
- ✓ We score every image and property listing from 0 to 100
- ✓ Clients see how they compare to others' content scores

See next page for enlarged image

What's In It for You?

- ✓ Scores for every image, property and the entire group
- ✓ A deeper understanding of the quality of your visuals
- ✓ Quality visuals lead to higher booking conversions

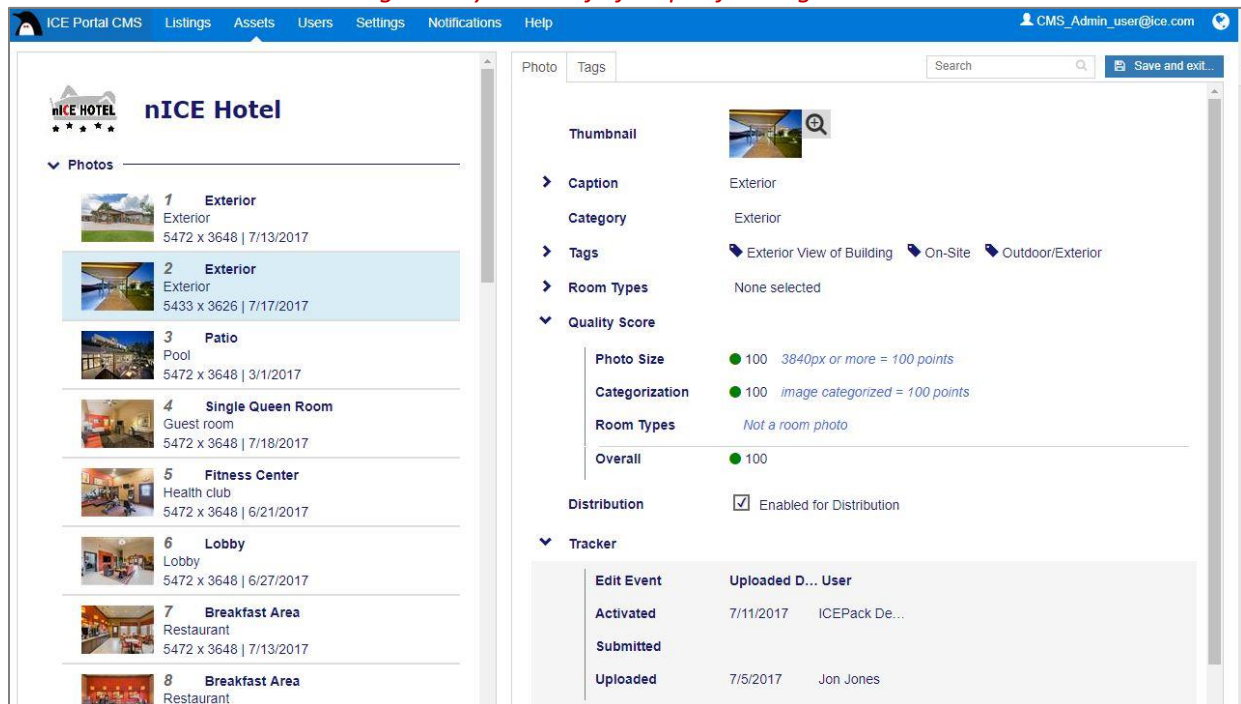


The Scoring Criteria

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Viewing Quality Score info for specific image – List view



The screenshot shows the ICE Portal CMS interface. On the left, a list of photos for 'nICE Hotel' is displayed, with photo 2 selected. The right panel shows the details for this photo:

- Thumbnail:** Exterior view of the building.
- Caption:** Exterior
- Category:** Exterior
- Tags:** Exterior View of Building, On-Site, Outdoor/Exterior
- Room Types:** None selected
- Quality Score:**
 - Photo Size: 100 (3840px or more = 100 points)
 - Categorization: 100 (image categorized = 100 points)
 - Room Types: Not a room photo
 - Overall: 100
- Distribution:** Enabled for Distribution
- Tracker:**
 - Edit Event: Uploaded D... User
 - Activated: 7/11/2017 ICEPack De...
 - Submitted:
 - Uploaded: 7/5/2017 Jon Jones