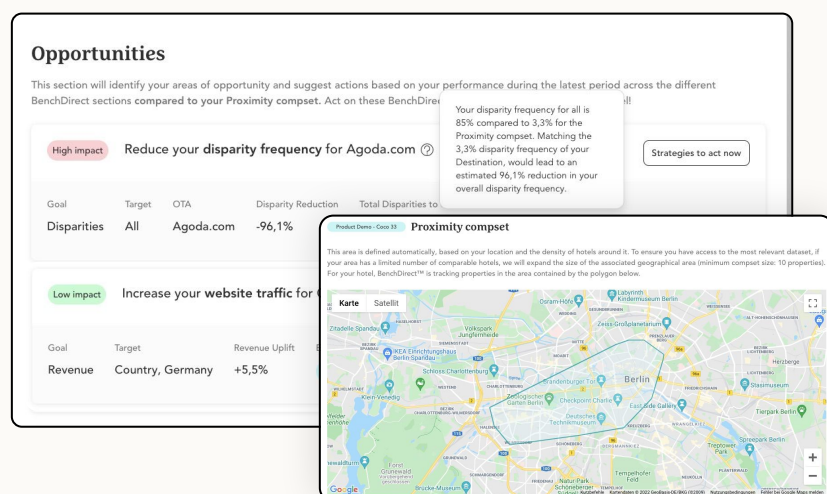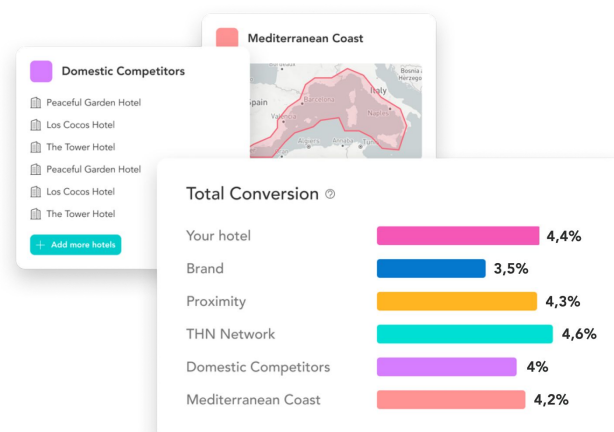# BenchDirect

Benchmark the key metrics of your direct channel

The industry's first and only analytics platform for hotels to compare their website and booking engine performance with the market and competitors.

Understand your direct channel

Analyze and compare more than 30 key metrics centered around:

- Website and booking engine traffic
- Bookings and pickup
- Demand patterns
- Disparity frequencies and amounts
- Visitor profile and behavior

Competitive intelligence for smarter decisions

Break down the full user journey

Analyze the full direct booking journey, not just who books, but who visits, searches, and drops off.

Redefine your competitive set

Learn from a global network of hotels, thanks to multiple, dynamic competitive sets

Unlock actionable insights

Uncover quick wins with AI-powered recommendations that tell you where to focus and how to improve.

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Get started