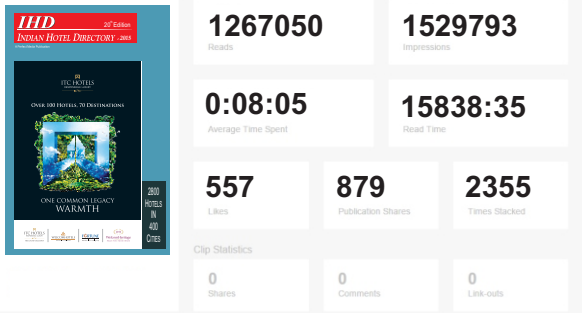


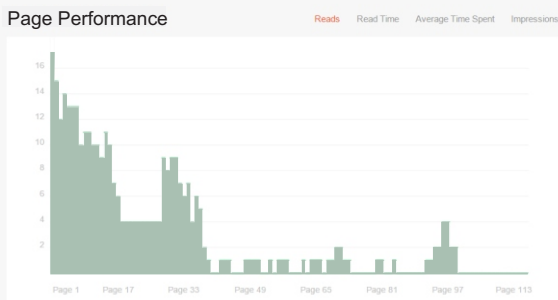
Readership Analytics

Graphical Representation of Distribution Analytics

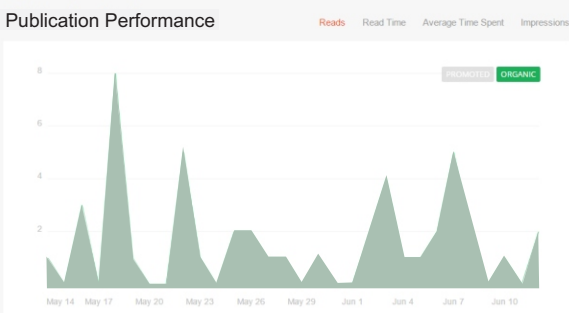
Statistics for IHD-Indian Hotel Directory



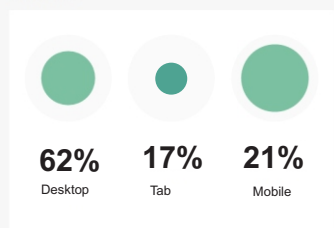
Statistics for IHD-Indian Hotel Directory



Statistics for IHD-Indian Hotel Directory



From Who to Where-Reading Devices



IHD 21st Edition
INDIAN HOTEL DIRECTORY - 2016
 INDIA'S MOST REFERRED HOTEL DIRECTORY
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As we move into an era of multiple media platforms, analytics plays very important role in decision making. How much to spend and Where? We have created a transparent model giving you a clear picture of the readership of your hotel listing. Graphical representation of readership analytics gives you a clear picture of ROI from listing with IHD-Indian Hotel Directory. The performance of your listing in the directory is reflected by five major parameters:

- | Reads, Impressions, Average Time Spent
- | Publication Performance
- | Page Performance
- | From Who to Where, Reading Devices
- | Top Geographical Locations in India & Overseas

These Analytics are for Digital Version only. Printed version readership is over and above the digital reads of IHD.

Statistics for IHD-Indian Hotel Directory

