

HOTEL CHAIN IN NORTH AMERICA

Hotel Achieves Record Breaking Paid Search Performance

PAID SEARCH MARKETING



ADRIAN AWARD SUBMISSION 2024

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Goals

This hotel has a portfolio of 38 hotels located throughout Canada and the United States focused on offering their guests distinctly **local hospitality experiences**.

Like many independent hospitality brands, these properties rely on getting the most out of their modest marketing spend to effectively fight for share versus branded boutique offerings and to better steer bookings away from the OTAs, both of whom enjoy robust marketing budgets.

This ongoing challenge became even more pressing during the Summer of 2022 when the anticipated demand for summer season travel drove significant increases in Cost Per Clicks thanks to heightened competition from OTAs fully re-entering the marketplace, and flagged hotel companies' aggressive bidding on paid search terms.

In this new “not quite post pandemic” frenzy for summer bookings, the agency was tasked with driving more revenue with what became a summer budget that was reduced by a full third! This required us to formulate a **new and innovative approach** for this hotel brand's Search Engine Marketing, a channel that had already been, traditionally, a strong producer for the portfolio.

Goals for the Summer of 2022 would be focused on improving three key measures: **performance via Click Through Rate, efficiency via Cost Per Click and Return on Advertising Spend**, and production through **on-site Transactions and Revenue**.



Results

During the summer activation period of **June 1 to August 31**, we experienced meaningful growth Year-Over-Year across every KPI, all while working with a budget that was decreased by 32%.

To focus on lowering CPCs while continuing to drive increases in revenue, we focused on numerous optimization tactics across Microsoft Ads and Google Ads. These strategies included:

- Audiences – The Agency focused on 1st party audiences with Customer Match focused campaign targeting rewards loyalty program members and past guests at all hotel properties
- Targeted Messaging in RSAs and Ad Extensions- custom promotions targeted at participating properties including the promotion of the hotel's sales
- Ongoing removal of high cost/low ROAS ad groups and keywords, including all phrase match keywords to focus on high performing exact match keyword types
- Negative keyword and positive keyword research to identify and remove unqualified search terms as well as add new keywords to bid on to drive more revenue
- Launch of new ad groups to support opening/launch of brand-new hotel properties

Success Metrics

20% INCREASE IN CLICK THROUGH RATES

28% DECREASE IN COST PER CLICK

123% INCREASE IN RETURN ON AD SPEND

32% INCREASE IN WEBSITE TRAFFIC

52% INCREASE IN REVENUE

A close-up photograph of two women smiling and looking at a smartphone together. The woman on the left is wearing a white smartwatch. The woman on the right is wearing a red tank top. The background is blurred, suggesting an outdoor setting.

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