

## Case Study: Success With An Omnichannel Advertising Approach

### Client Profile

Our client's property is a 129 room, 4-star, boutique hotel located off the coast of downtown La Jolla, California.

The hotel is surrounded by dining options, boutique shops and local culture. It also offers group room blocks for business meetings, corporate retreats, or weddings.

### Client Goal

The client renovated and opened a new independent property in a very competitive market.

Their goal was to improve brand awareness, drive direct bookings and stand out against their local competition.

### Strategy

In order to accomplish and exceed the client's goals, we took an omnichannel marketing approach with paid advertising campaigns, email marketing and active SEO execution.

### Tactics

- Create a strong digital presence and improve brand awareness through a smart SEO program
- Launch a PPC campaign focusing on brand terms with a Remarketing List Search Ad
- Use enhanced data driven technology to deploy targeted Display and Email campaigns

### Campaign Results

The California boutique hotel saw a substantial increase in direct bookings and brand awareness as a result of the campaign tactics.

They have maintained a relevancy rate of 35% and conversion rate of 7%, significantly above the industry standard.



**38% More**  
Online Reservations



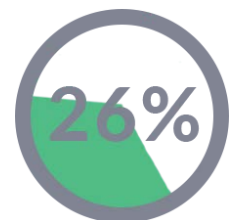
**42% Boost**  
In Overall Revenue



**12% Increase**  
In Natural Search

**\$28/** Per Email  
Delivered  
Return On Investment

**5:1 ROI**  
Pay Per Click (PPC)  
Return On Investment



**More CDRS**  
(Customers Delivered To  
Reservation System)