

Case Study: Reducing OTA Fees With PPC Campaigns

Client Profile

The client is a high traffic hotel located in New York City, a short shuttle ride from LaGuardia Airport.

It's 358 modern-styled rooms feature spacious work areas for the business traveler. The hotel boasts an indoor heated pool, on-site restaurant and lounge, as well as a business center.

Whether traveling for business or leisure, the hotel's amenities leave guests feeling relaxed and revitalized.

Client Goal

Our client's goal was to reduce commission fees paid to OTA's by increasing their direct bookings through an optimized pay-per-click (PPC) campaign.

Strategy

Vizergy's strategy was to increase the client's monthly PPC budget and employ a target outranking share bid strategy to combat OTA competition.

Target outranking share allowed us to target specific competitors and ensure we outrank them for overlapping keyword searches.

We also implemented a geo-targeting campaign within a radius of the LaGuardia Airport to attract last minute bookings from travelers. This campaign consisted of both brand and non-brand keywords that have performed well historically.

Tactics

- Pause current PPC campaigns to focus on ROI and brand specific campaigns
- Set timeline: 3 months
- Set budget: \$2,000/month
- Choose geo-targeting radius: 3-miles
- Exclude existing brand campaigns from radius for geo-targeting campaign

Campaign Results

Below are the results our client saw after implementing the suggested strategies.



258%
Better CTR



212%
More ROI



35% More CDRS
(Customers Delivered to Reservation System)