

HOTEL ACHIEVES RETURN ON INVESTMENT MORE THAN 7 TIMES THE CAMPAIGN SPEND

CLIENT

Hotel

CAMPAIGN DATES

January 2019

OBJECTIVE

The client wanted to increase reservations/bookings in a saturated market.

CHALLENGE

Creating a strategy to successfully target consumers who have stayed at competitor properties, cruise travelers, and airline travelers.

SOLUTION

We recommended Device ID to increase brand awareness as well as target competitors.



RESULTS

Out of the devices targeted, not including those already on property, **33 devices came and stayed at the hotel.**

KEY FINDINGS

The advertiser spent \$800 over the course of the campaign. With an average room rate of \$170/night, the advertiser gained \$5,610 in revenue.

The return on investment (ROI) was 7 times the campaign spend.