

Hotel Case Study

Hotel Campaign Objectives

- Increase online reservations by targeting specific categories on **YP.com only**. The targeting options were as follows:
 - Hotels
 - Own Brand
 - Competitors
- Increase hotel bookings at the local level
- Grow local brand awareness utilizing the top online directory

Sample Banner Placements

This screenshot shows a search for 'Hotels near Dallas, TX' on the YP website. The results are for 'Dallas Hotels' (Results 1-30 of 335). A red box highlights a DoubleTree banner for 'Bed & Breakfast' with the text 'Exclusive rates now available at DoubleTree.com' and a 'BOOK NOW >' button. The banner features a man holding a coffee cup and the DoubleTree logo. Below the banner, there are featured hotels including Cooper Hotel, Hotel Indigo DALLAS DOWNTOWN, Best Western, Holiday Inn, and Holiday Inn Express.

This screenshot shows a search for 'Hilton near Dallas, TX' on the YP website. The results are for 'Hilton in Dallas, TX' (Results 1-30 of 66). A red box highlights a DoubleTree banner for 'Instant Getaway' with the text 'Sparkling wine Breakfast Late checkout' and a 'BOOK NOW >' button. The banner features a couple embracing and the DoubleTree logo. Below the banner, there are featured hotels including Hilton Garden Inn, Hilton Hotel at Dallas Lincoln Center, Renaissance Dallas, Homestead Studio Suites Dallas - North Addison - Tollway, and Dallas Marriott City Center.

Hotel Results

Campaign Highlights

- Overall CTR of 0.20%
- Targeting of competitors achieved over 3.5x more post impression activities
- Overall campaign achieved a \$4.84 CPA

Category	Imps	Clicks	CTR	CPM	Cost	Total Post Imp Activities	CPA
Hotels	72,233	97	0.13%	\$5.00	\$361.17	40	\$9.03
Own Brand	20,675	81	0.39%	\$5.00	\$103.38	49	\$2.11
Competitors	128,988	252	0.20%	\$5.00	\$644.94	140	\$4.61
Total	221,896	430	0.20%	\$5.00	\$1,109.48	229	\$4.84

We Focus On You!



Analyze
Identify
Client
KPIs



Create
Custom
Campaign
to
Meet Goals



Scale
Volume at
Pricing
Efficiencies



Monitor
Campaign
Delivery
Daily



Optimize
Campaign
For Maximum
Performance



Results
Provide
ROI Analysis

Contact Us Today

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