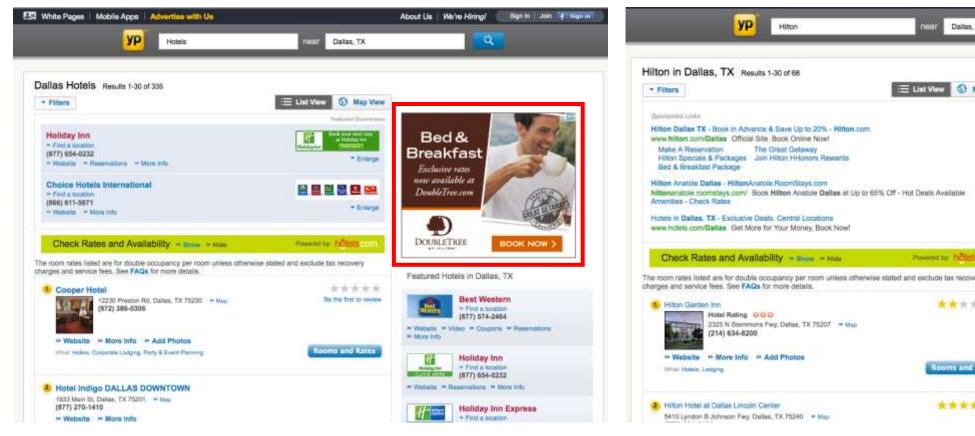
Hotel Case Study

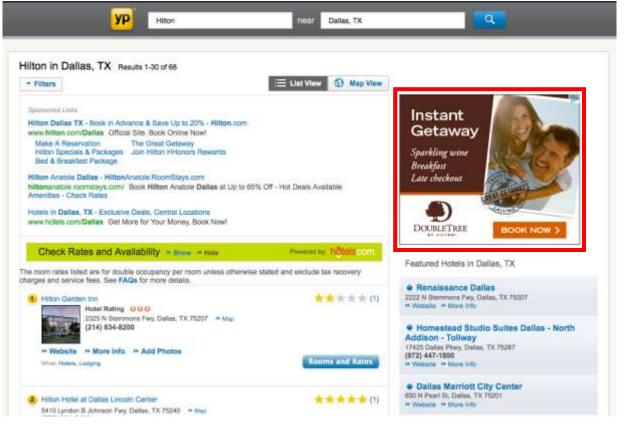


Hotel Campaign Objectives

- 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







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	СРМ	Cost	Total Post Imp Activities	СРА
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

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Optimize
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For Maximum
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