

# 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

White Pages | Mobile Apps | **Advertise with Us** | About Us | We're Hiring! | Sign In | Join | Sign Up

**YP** Hotels near **Dallas, TX**

**Dallas Hotels** Results 1-30 of 335

**Filters** | **List View** | **Map View**

**Featured Businesses**

**Holiday Inn**  
Find a location (877) 654-0232  
Website Reservations More Info

**Choice Hotels International**  
Find a location (866) 611-5871  
Website More Info

**Check Rates and Availability** Show Hide Powered by hotels.com

The room rates listed are for double occupancy per room unless otherwise stated and exclude tax recovery charges and service fees. See [FAQs](#) for more details.

**Cooper Hotel** ★★★★★  
12230 Preston Rd, Dallas, TX 75230 (572) 386-0306  
Website More Info Add Photos  
What: Hotels, Corporate Lodging, Party & Event Planning  
**Rooms and Rates**

**Hotel Indigo DALLAS DOWNTOWN**  
1933 Main St, Dallas, TX 75201 (877) 270-1410  
Website More Info

**Bed & Breakfast**  
Exclusive rates now available at DoubleTree.com  
**DOUBLETREE BY HILTON** **BOOK NOW >**

**Featured Hotels in Dallas, TX**

**Best Western**  
Find a location (877) 574-2464  
Website Video Coupons Reservations More Info

**Holiday Inn**  
Find a location (877) 654-0232  
Website Reservations More Info

**Holiday Inn Express**  
Find a location

**YP** Hilton near **Dallas, TX**

**Hilton in Dallas, TX** Results 1-30 of 66

**Filters** | **List View** | **Map View**

**Sponsored Links**

**Hilton Dallas TX** - Book in Advance & Save Up to 20% - [Hilton.com](#)  
[www.hilton.com/Dallas](#) Official Site: Book Online Now!  
Make A Reservation The Great Getaway  
Hilton Specials & Packages Join Hilton HHonors Rewards  
Bed & Breakfast Package

**Hilton Anatole Dallas** - [HiltonAnatole.RoomStays.com](#)  
[hiltonanatole.roomstays.com/](#) Book Hilton Anatole Dallas at Up to 65% Off - Hot Deals Available  
Amenities - Check Rates

**Hotels in Dallas, TX** - Exclusive Deals, Central Locations  
[www.hotels.com/Dallas](#) Get More for Your Money, Book Now!

**Check Rates and Availability** Show Hide Powered by hotels.com

The room rates listed are for double occupancy per room unless otherwise stated and exclude tax recovery charges and service fees. See [FAQs](#) for more details.

**Hilton Garden Inn** ★★★★★ (1)  
Hotel Rating (1)  
2325 N Stemmons Fwy, Dallas, TX 75207 (214) 634-8200  
Website More Info Add Photos  
What: Hotels, Lodging  
**Rooms and Rates**

**Hilton Hotel at Dallas Lincoln Center** ★★★★★ (1)  
5410 Lyndon B Johnson Fwy, Dallas, TX 75240 Map

**Instant Getaway**  
Sparkling wine  
Breakfast  
Late checkout  
**DOUBLETREE BY HILTON** **BOOK NOW >**

**Featured Hotels in Dallas, TX**

**Renaissance Dallas**  
2222 N Stemmons Fwy, Dallas, TX 75207  
Website More Info

**Homestead Studio Suites Dallas - North Addison - Tollway**  
17425 Dallas Pkwy, Dallas, TX 75287 (972) 447-1900  
Website More Info

**Dallas Marriott City Center**  
600 N Pearl St, Dallas, TX 75201  
Website More Info

# 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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