

Banyan Tree Mayakoba Generates over \$516K in Direct Bookings Through SEM with Sojern

Summary

The Banyan Tree Mayakoba team struggled with their Search Engine Marketing (SEM) efforts, and turned to Sojern to run it on their behalf. As part of their commission-based solution for independent hoteliers, Sojern improved their results, and generated incremental bookings through SEM.

Results

140

direct bookings through Sojern running their SEM

\$516,000

in direct booking revenue

Improved

ROI on their SEM efforts

“ It’s not a coin toss — it works because it is performance-based. That’s the beauty of it! The only SEM I run now is through Sojern.

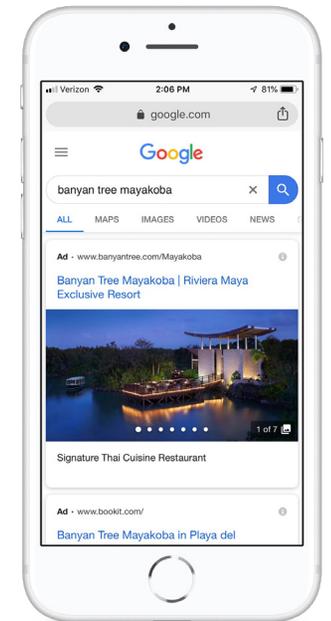


BANYAN TREE

Sergio Serra
Area Director The Americas

Solutions Used

- Display, SEM



SEM Ad Example on Mobile



About Banyan Tree Mayakoba

Banyan Tree Hotels & Resorts is one of the world's leading international operators in the hospitality and spa industry. Banyan Tree Mayakoba is the epitome of premium resort living, bringing Asian hospitality to the idyllic Riviera Maya.

Challenges

Banyan Tree invested a lot into SEM but weren't seeing the desired results. "I was disappointed with the search results we had last year," notes Sergio Serra, Area Director of the Americas. "ROI was about \$1.50 for every \$1.00 we spent, which is pretty insignificant." As Sojern was running their Display marketing efforts, Serra wanted to see if Sojern could solve their SEM pain point.

Objectives

In addition to the existing Display marketing efforts, Sojern added SEM as part of their commission-based solution for independent hoteliers in late October 2016. Sojern can reach an in-market traveler with a display ad for Banyan Tree Mayakoba to create awareness. With Banyan Tree top of mind, Sojern then ensures that Banyan Tree Mayakoba appears higher in the Search Engine Results Page (SERP) when that user later conducts a branded search. It's an omni-channel solution that allows for more effective targeting across channels and more accurate reporting on the revenue and

return on investment across both Search and Display. Moreover, Sojern's Account Management team is constantly testing and optimizing towards what performs well and applying learnings from the display campaign to the SEM strategy, and vice versa.

Results

Banyan Tree Mayakoba received an extra 140 bookings in a five month period and over half a million dollars in additional revenue from SEM. Through this and the existing display efforts, direct bookings are up 20% from the same time last year. What's more, Serra and his team appreciate the transparency and pay-for-performance model that Sojern provides. To quote Serra, "The thing that I like most about your offering is that you don't make money if I don't make money," continued Serra, "How simple is that?"

Looking to take your online marketing efforts to the next level? **Reach out to our team today.**