# Eat.Drink.Sleep Drives $118k in additional revenue with RevDirect™

## Customer Profile

Luxury Accommodations. Progressive Cuisine. Stylish Lounges. Engaging Recreation. Eat.Drink.Sleep. offers a memorable service experience in unexpected locales appealing to a smart, forward-thinking clientele.

Eat.Drink.Sleep. (EDS) is an innovator in the lifestyle hospitality sector and committed to creating authentic guest experiences. Each property in their portfolio is a unique destination that reflects the personality and charm of its locale while harnessing the creative power of their expert designers, restaurateurs and hoteliers. They specialize in introducing exceptional properties to secondary cities and positioning them to be the premier destination in the market.

## Campaign Objectives

When travelers begin their search for a hotel, the vast majority start by typing in a few phrases (or keywords) into a search engine. Today it is essential for hoteliers to have a strong presence in search, with results near the top of the page. However, running and optimizing a successful Search Engine Marketing (SEM) campaign, also known as Pay-Per-Click (PPC), takes time, expertise, and continuous dedication to optimize and manage.

The team at EDS knew the importance of SEM, but resource constraints meant that it was not a core focus. "SEM was really a thorn in my side," said Stacy Warner, Director of Sales and Marketing at EDS, "I know it's important, but we really didn't have anyone dedicated to doing it."—a mounting sentiment and pain point among hoteliers.

As a result, performance wasn't what they had hoped for. "We didn't see a lot of bookings," Warner continued, "Less than 20 bookings a month. In fact, we kept pulling back more and more because the results were negligible." The team needed a way to make SEM work that didn't take up any internal bandwidth.

## Sojern's Approach

A longtime partner, EDS uses Sojern's RevDirect™ solution, driving more direct bookings via display advertising. "It's a very diverse travel group… in fact, all of our properties—are not flagged, and it's hard to get exposure—which is one of the ways that Sojern has already helped us."

**Because EDS is such an innovator in the hospitality industry, Sojern approached EDS to be one of the first in testing the new SEM solution. After adding SEM to EDS's running RevDirect campaigns, results were immediate, driving 2X more direct bookings within the first five months.**

Warner explains that EDS wasn't "actively looking for an SEM provider, but the performance based model was just such an easy sell to us." Sojern ran SEM for three EDS properties: Tower23, The Padre Hotel, and the Lakehouse Hotel and Resort, all in California, bringing in $118,828 in revenue.

Once SEM was incorporated into the RevDirect performance based model, EDS had travel specialists managing the execution and optimization of their campaigns across both search and display, resulting in more direct bookings, top-of-page search engine results, and more time for other priorities. "It really works," says Warner, "Sojern's results are much better than what we were able to achieve ourselves."

## Results & Findings

301 additional direct bookings driven by Search.

Search bookings contributed an additional $118,828 in revenue to the properties ROI of 6.67 to 1.

Direct bookings increased 2X after adding SEM to their media mix.

### Stacy Warner
**Director of Sales and Marketing**

"We are absolutely thrilled with the results of adding in SEM with RevDirect™, this has been a great fix for us."

## SEM Results for Tower23, an Eat.Drink.Sleep Hotel