

Coast Hotels Taps into Dynamic Creative to Drive More Direct Bookings at a Better ROAS

Summary

Looking for a way to drive more direct bookings at an improved Return on Ad Spend (ROAS), Coast Hotels and their agency, GCommerce, worked with Sojern on a more personalized way to reach guests with Dynamic Creative.

Solutions Used

- Dynamic Creative

Results

12:1

ROAS, up to 69% higher than static creative

\$28,000

in incremental direct revenue in a single month

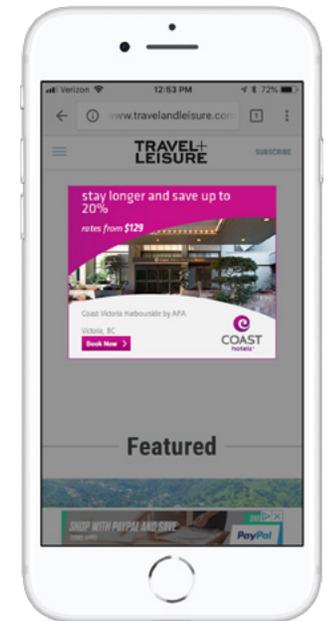
\$31.18

CPA, 34% lower than static creative

“ With Sojern’s granular, predictive data and their collaborative account management team who have been instrumental to our digital marketing success, we can pinpoint people who are likely to book with us, and attract them with the most bespoke messaging using Dynamic Creative.



Sarah Kirby-Yung
Executive Director, Marketing & Communications



Display Ad Example on Mobile

About Coast Hotels

Coast Hotels embraces the wonderful, unique personalities of each of their properties and locations throughout the U.S. and Canada. What every one of them has in common is an exceptional value, full-service experience, and a refreshingly local approach. And, of course, a commitment to delighting guests.

Challenges

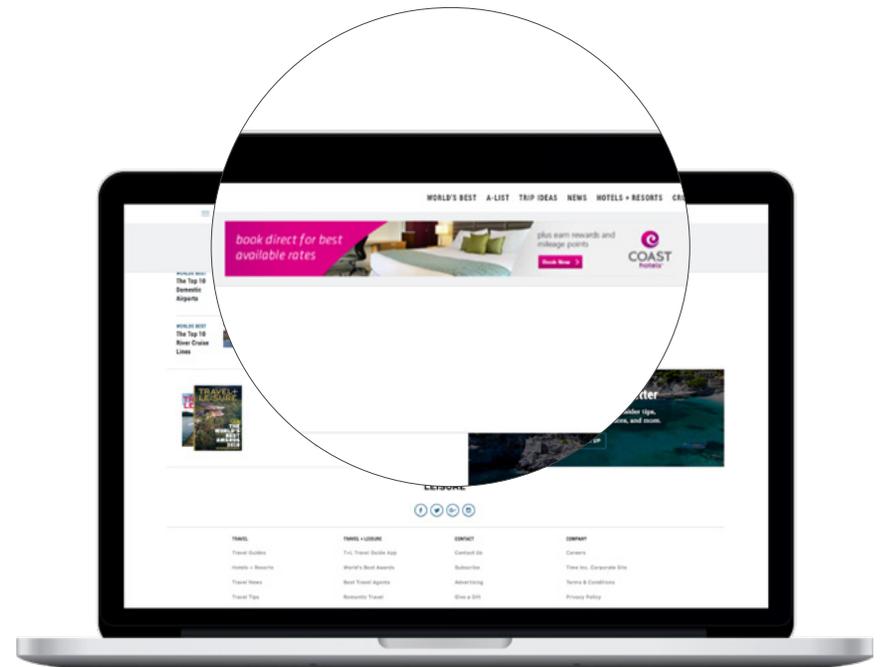
Sojern began testing Dynamic Creative as a way to highlight Coast's unique properties and drive more bookings. "The majority of Coast properties are located in the Northwestern US and Canada, and there are a few in more off-the-beaten-track locations, like Yellowknife and Whitehorse," said Lindley Ferris, GCommerce Senior VP of Marketing and Account Services at GCommerce Solutions. "These properties are so different, it made sense to feature them this way, with travelers able to see exactly what they're booking."

Objectives

As opposed to generic display ads, Dynamic Creative reflects the preferences and intent signals that a user has shown. In January 2017, Sojern tested Dynamic Creative alongside static ads, working to a Return on Ad Spend (ROAS) goal of 4:1. The campaign included dynamic images, pricing, and properties. Sojern can prospect new users who are in-market for accommodation, but may not be aware of Coast Hotels, whereas most vendors can only use Dynamic Creative, for retargeting.

Results

The January Dynamic Creative alone yielded a ROAS of over 12:1, nearly double that of static creatives that ran over the same period. In a single month, Dynamic Creative drove \$28,155 in direct bookings to the Coast Hotels site, and yielded a cost per acquisition (CPA) of \$31.18. The client was so impressed that Dynamic Creative is now Coast's go-to digital marketing strategy going forward.



Display Ad Example on Desktop

Want to learn more about Dynamic Creative? [Get in touch now.](#)