



# L.E. Hotels Drives \$1.2M+ in Direct Bookings Across Multiple Properties with Sojern

## Summary

The L.E. Hotels corporate team sought a marketing partner to recommend to the roughly 90 properties in their portfolio to assist with their digital marketing efforts. Since becoming a preferred partner, Sojern has generated \$1.2M+ in direct bookings across display and SEM for their properties.

## Results

**\$1.2M+**

in incremental booking revenue since Jan. 2017

**Managed**

effective programmatic campaigns across 21 properties in NA and LATAM

**Built**

awareness of the overall L.E. Hotels brand

“ We can say we found a great partner in whose solutions we believe in and feel confident in recommending it to our collection. The hotels see more direct bookings and the team is transparent and responsive. It's a win for all!



Bianca Barga  
Vice President, Account Management

## Solutions Used

Display, SEM



Display Ad Example on Mobile

## About L.E. Hotels

L.E. Hotels is an independent hotel group, headquartered in Los Angeles, California. L.E. Hotels' portfolio includes luxurious boutique hotels, resorts and inns located around the world.

## Challenges

The L.E. Hotels corporate team constantly looks for innovative solutions for their properties. "We strike up preferred partnerships to help our properties," says Bianca Barga, Vice President of Account Management. "Which ranges from help in building or revamping their websites, getting the latest technology in their guest rooms, or help with digital marketing." In late 2016, the team partnered with Sojern on their commission-based marketing solution to recommend to their roughly 90 properties to assist with their digital marketing efforts and drive direct bookings.

## Objectives

Sojern can see who is in-market for travel to a destination with an L.E. Hotel, and reach these people across display and search with messaging relevant for a specific property. For Deerhurst Resort in particular, Sojern grew direct bookings from 40% of their total transient business in 2016 to 46% year-to-date. "We're starting to see our direct channel rise," says Luke Nixon-Janssen, Director of Sales and Revenue Management at Deerhurst Resort. "With Sojern being one of those efforts that's complementing the direct effort."

## Results

Since January 2017, Sojern has on-boarded 21 L.E. properties to the commission-based marketing solution, and driven over \$1.2M in direct booking revenue across these hotels. These properties benefit from no hassle or upfront cost, as well as more direct bookings. "We're excited to have more of our properties onboarded in 2018," continues Barga, "as we think it's a solution that really works for our brand."

Want a corporate marketing partner for your individual properties? **Reach out now.**