

The Marker Hotel Earns More Direct Bookings with Sojern's Pay-On-The-Stay Marketing Solution

Summary

The Marker Hotel team thought that programmatic advertising was only for the big hospitality chains. But through working with Sojern on their commission-based solution for independent hoteliers, they earned over €69K in direct bookings revenue in just six months.

Results

€69K+

in direct booking revenue
in six months

€39K+

in future direct
booking revenue

Executed

a more targeted digital
marketing strategy

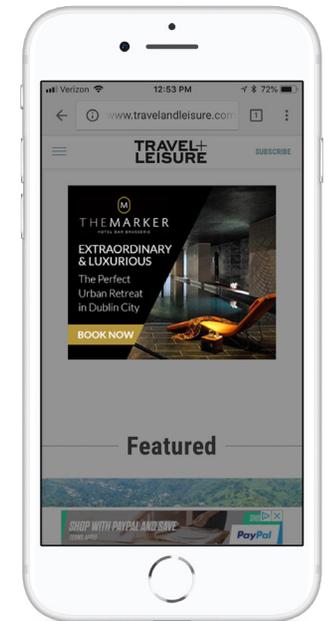
“ Our website revenue has definitely grown. Sojern has driven revenue that we may not have gotten otherwise. We are really happy with the performance. ”



Ailis Cahalan
Marketing & E-Commerce Manager

Solutions Used

Display



Display Ad Example on Mobile

About The Marker Hotel

The Marker Hotel is Dublin's luxury design hotel located on Grand Canal Square and is part of the Leading Hotels of the World®. The Marker's architecture draws on the elemental nature of the Irish landscape and combines it with a sleek urban aesthetic, creating a distinctly Irish experience that is truly inimitable.

Challenges

The Marker Hotel team wanted to drive direct bookings, but thought programmatic advertising was only a solution for the big chains. However, Sojern's marketing solutions for independent hoteliers provided a more targeted way to reach in-market travellers than what the team had used in the past. "Because it was new to the market, I was keen to do it before other hotels," says Ailis Cahalan, Marketing & E-commerce Manager. "Secondly, I don't have to pay unless I see a booking. It was nice and flexible to experiment with."

Objectives

The Marker Hotel started with Sojern's pay-on-the-stay commission-based advertising solution in July of 2017. Sojern taps into billions of real-time search and booking intent signals to find people who are in-market for travel to Dublin, and engages them with relevant Display ads for The Marker Hotel. Sojern prospects as well as retargets for The Marker Hotel, to provide a full-funnel solution.

Results

In the first six months, Sojern drove 163 bookings and €69,663 in incremental direct booking revenue. What's more, revenue going forwards also looks positive, with Sojern generating another 62 bookings and €39,469 in revenue from January 2018 onwards. "Our website revenue has definitely grown," continues Cahalan, "Sojern has driven revenue that we may not have gotten otherwise. We are really happy with the performance."

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