

Único Hotels Grows YOY Direct Booking Revenue by 31% with Sojern

Summary

Único Hotels partnered with Sojern on their solution for independent hotels to drive more direct bookings across their portfolio of three Spanish properties in December 2017. Sojern has generated incremental bookings to Único Hotels, and helped grow YOY direct booking revenue by up to 31%.

Solutions Used

- Display

Results

31%

increase YOY in direct booking revenue

Reached

in-market travellers who are most receptive to their messaging

Generated

incremental hotel bookings to their site

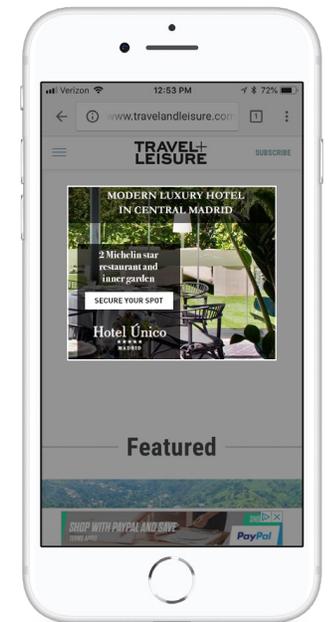
“ Sojern has given us the targeted exposure that’s so important for us to grow our brand visibility and get more direct bookings. I feel really good with our collaboration, it’s been a great partnership, in every aspect.



Único Hotels

Félix Peláez

Revenue and E-commerce Manager, Único Hotels



Display Ad Example on Mobile



About Único Hotels

‘Único’ means ‘unique’ in Spanish, which reflects the experience Único Hotels provides each of their guests during their stay. Elegance and satisfaction define their vision of contemporary luxury in hospitality. Único Hotels provides modern glamour and understated refinement to a new generation of sophisticated global travellers.

Challenges

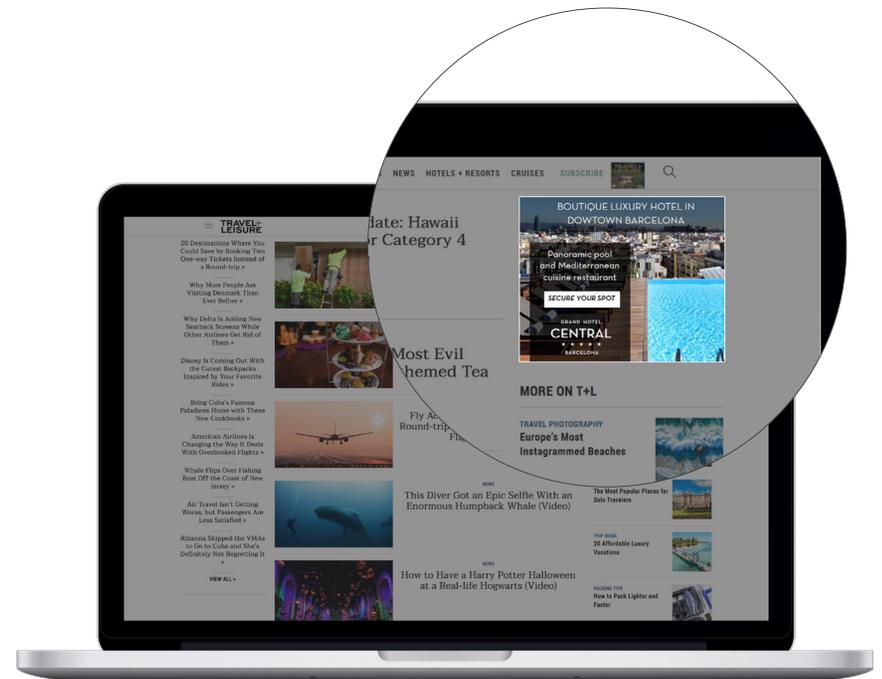
The Único Hotels team has worked with third parties to raise their profile and reach new potential guests, but wanted a more targeted way to build that visibility. The Sojern team knew that their commission-based solution was a perfect way to achieve this without having to take on any risk or hassle. The idea of using machine learning was appealing to us,” says Félix Peláez, Revenue and E-commerce Manager. “Our hope was that we could target people who would be the most likely to book with our properties.” Único Hotels began working with Sojern in December 2017 across their three properties.

Objectives

Sojern’s generates direct bookings for hoteliers with programmatic display marketing. A two-pronged strategy of prospecting (driving completely new users to the Único Hotels website) and retargeting (re-engaging with those who browsed the site, but didn’t book) means that Sojern can provide a full-funnel solution. Their solution for independent hoteliers involves a pay-on-the-stay model. So, the property only pays commission on the direct bookings that Sojern provides.

Results

Between December and February, Sojern drove tens of thousands of Euros in direct booking revenue for Único Hotels. In fact, Sojern grew direct booking revenue year on year 13% for The Principal Madrid, and 31% for Hotel Único Madrid. (note: the political situation in Barcelona affected overall demand in the city). Sojern and Único Hotels also have their sights set on the future of the relationship. What started with ads in English and Spanish has grown to include German, Italian and French adverts, for even more bespoke messaging.



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Looking to grow your direct bookings? **Reach out to our team today.**