

Le Mas de Pierre Grows Direct Booking Revenue by €35k+ with Sojern's RevDirect™

Summary

Le Mas de Pierre offers the comfort and luxury of a five-star hotel bathed in the sights, sounds, and fragrances of Provence. Located on the outskirts of Saint-Paul-de-Vence, Le Mas de Pierre is a remarkable estate at the heart of a vast Provençal garden. The team partnered with Sojern's RevDirect™ solution in July 2017 to drive more direct bookings.

Results

€35K

in direct
booking revenue

Generated

bookings with higher ADR
and on-site guest spend
than average

€32K

in future
direct bookings

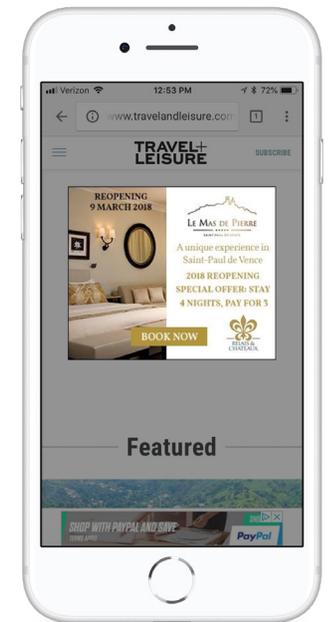
“ Our experience with Sojern has been really positive. We feel very taken care of by the team. With some of our other marketing channels, I think ‘Okay, this will work, but it’s going to cost me a lot of money!’ And this isn’t the feeling I have with Sojern. I’m really happy because it works.



Saskia Bourniquel
Director of Sales

Solutions Used

- RevDirect Display



Display Ad Example on Mobile

About Le Mas de Pierre

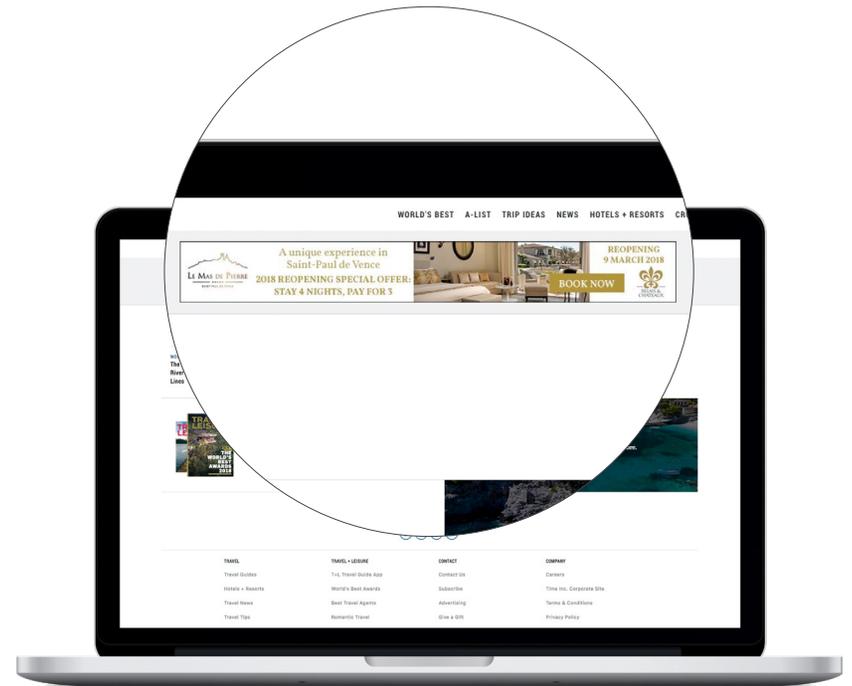
Le Mas de Pierre offers the comfort and luxury of a five-star hotel bathed in the sights, sounds and fragrances of Provence. Located outside Saint-Paul-de-Vence, Le Mas de Pierre is a remarkable estate, with 54 rooms and suites spread out over three hectares, in the heart of a vast Provençal garden.

Challenges

Le Mas de Pierre is dependent on third parties for a lot of their bookings. Saskia Bourniquel, Director of Sales, was interested in Sojern's RevDirect™, but was hesitant. "I understood what RevDirect was and thought it was appealing, but you know how it can be," she explains, "You look at a pair of shoes online, and then that ad follows you around over and over again on your screen—that was my first impression of what it would be!" Ms. Bourniquel wanted to ensure that their communications with prospective guests wasn't excessive.

Objectives

An audience of millions of traveller profiles means that in real-time, Sojern can engage with people who are looking for travel to the South of France, but who may not know about Le Mas de Pierre. Best of all, Sojern implements frequency capping, to limit the number of times any one person sees a Le Mas De Pierre ad in a given day—to stay top of mind, but prevent ad fatigue. As a forward-thinking team, the Le Mas de Pierre team adopted RevDirect in July 2017 in order to drive more direct bookings to their website.



Display Ad Example on Desktop

Results

Since starting with RevDirect, Sojern has generated €35,233 in direct booking revenue to Le Mas de Pierre. More than that, Sojern-driven bookings are from higher-value guests, with a higher ADR and on-site spend than their average. What's more—Sojern has also driven around €32k in future bookings, past April 2018.

Looking to get more direct bookings to your property? [Get in touch now.](#)