

Sojern Delivers \$310K+ in Direct Booking Revenue for New York's Iconic Roosevelt Hotel

Summary

The Roosevelt Hotel in New York wanted a way to generate more direct bookings. Through working with Sojern on their pay-on-the-stay, commission-based marketing solution for independent hoteliers, they earned \$310K+ in direct bookings revenue in just six months.

Results

\$310K+

in direct booking revenue

Grew

direct bookings since working with Sojern

Expanded

their existing marketing efforts

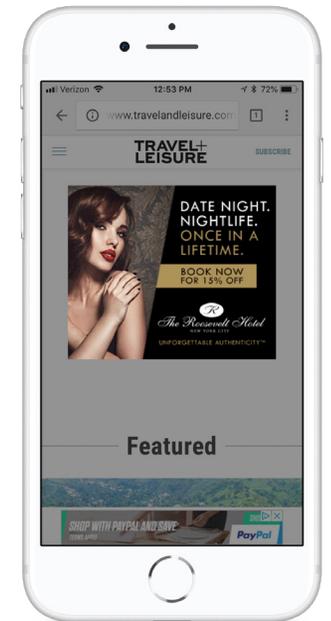
“ From a business perspective, Sojern allows us to have our cake and eat it too. We're getting the marketing push, without the upfront cost.



Vo Tomulich
Director of Sales & Marketing

Solutions Used

Display



Display Ad Example on Mobile

About The Roosevelt Hotel

Experience the quintessential New York City hotel, where classic elegance meets contemporary luxury. The Roosevelt Hotel impresses with its grand architecture and spectacular interiors beautifully restored to their original brilliance. The "Grand Dame of Madison Avenue" is the pinnacle of classic New York City glamor and an iconic Manhattan landmark.

Challenges

As one of New York's most iconic properties, The Roosevelt Hotel attracts travelers from across the globe. While getting bookings may not be the team's main concern, even the most in-demand hotels need to ensure that the bookings they generate come to their site directly, rather than that of a third party.

Objectives

While The Roosevelt Hotel has an agency managing much of their ecommerce, the team turned to Sojern and their commission-based offering in August 2017. With Sojern's billions of real-time travel search and booking data, Sojern can reach people who are actively searching to travel to New York, and serve up beautiful online advertising from The Roosevelt Hotel to assist in their travel planning. Inspired to learn more, these people will visit the website directly. Sojern then re-engages people who have visited the website, keeping the hotel top-of-mind, reminding the traveler to return to the website to book.

Results

In the past six months alone, Sojern drove \$310,423 in direct booking revenue to The Roosevelt Hotel's website. "It's an ongoing relationship with Sojern, and it keeps getting better," praises Tomulich, "that's been the big difference." Moreover, due to a larger marketing effort to get more direct booking, direct business for The Roosevelt is up 8% from last year, of which Sojern played a part. What Tomulich and team appreciate more than just the revenue is the fact that they don't pay anything upfront. "Sojern captures the booking, and we pay as we go," he says, "When Sojern wins a booking, we pay, and it works great in tandem with our own ecommerce campaigns and programs—this supplements it nicely."

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