

Sojern Generates \$89K+ in Direct Booking Revenue for The Wink Across Channels

Summary

The Wink started working with Sojern in February 2018. Sojern runs display, and more recently, Facebook and Instagram advertising, to generate more direct bookings to their property. To date, Sojern has driven over \$89K in direct bookings across channels for The Wink.

Solutions Used

Display

Facebook and Instagram

Results

\$87K+

in direct bookings in only six months with display advertising

\$2K

in additional direct booking revenue in one month with Facebook and Instagram

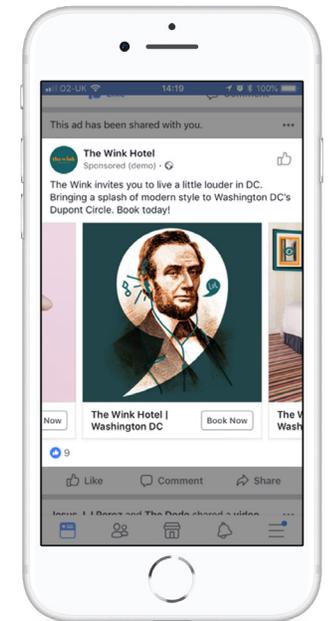
Assisted

in the ramp up in launching a brand new hotel

“ Sojern has been great at finding us new business and achieving more direct booking revenue. It’s been great to work with them as we’ve launched this new brand, and I’m looking forward to continued results on Facebook and Instagram.

the wink
washington dc

Kristopher Carlson
General Manager



Facebook Ad Example on Mobile

About Wink

The Wink, a D.C. lifestyle hotel, represents a spirited blend of history, hospitality, and—most importantly, personality. At The Wink, guests will find themselves perfectly positioned to experience the tried-and-true aspects of Washington, D.C., while simultaneously surrounding themselves with unique, one-of-a-kind neighborhood culture.

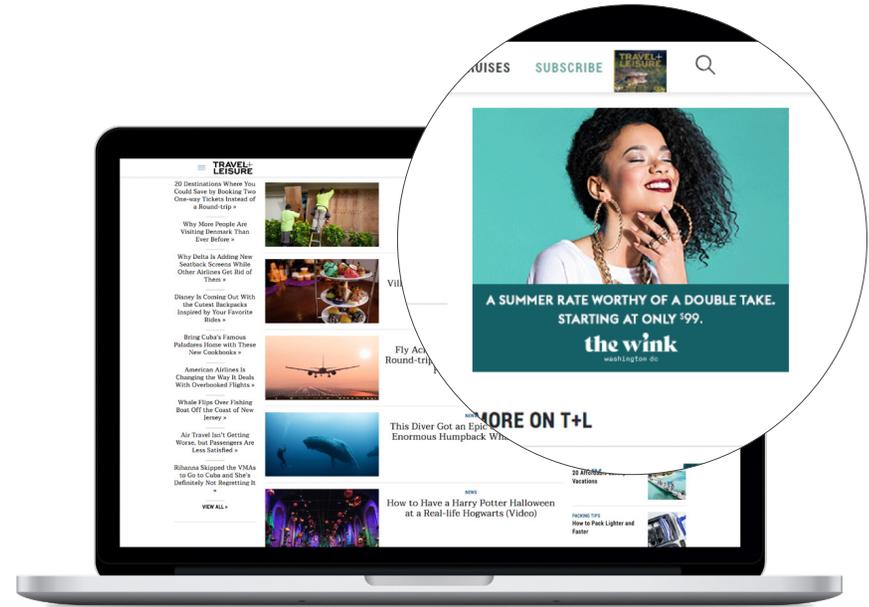
Challenges

Launching a new hotel property is a challenge for even the most seasoned hospitality professionals. And for independent properties, that challenge is amplified. Without the backing and marketing budget of a major global chain, how can you raise your property's profile to travelers? This is the situation that The Wink in Washington, D.C. found themselves in, when they launched the brand in January.

Objectives

The Wink's General Manager, Kris Carlson, partnered with Sojern on their solution for independent hotels to help with their launch, in February 2018. "We were looking to Sojern to generate more revenue and more direct bookings."

Sojern allows hoteliers the ability to run multi-channel digital marketing, without the budget of a major hotel chain. Their pay-on-the-completed-stay commission model means that The Wink only pays for bookings that Sojern delivers—perfect for hotels just starting out.



Display Ad Example on Desktop

Results

Since launch, Sojern has delivered \$87,507 in direct booking revenue, and 351 stays. "Sojern was an integral part of the ramp-up process so we could get busier, quicker. We'd obviously have \$87K less revenue if we hadn't worked with Sojern," continues Carlson, "They were definitely part of the pie that led to the hotel being really successful early on."

Sojern just started running Facebook and Instagram for The Wink, and in one month alone, generated an additional \$2K in direct booking revenue.

Want to know how Sojern can work for your property? [Get in touch now.](#)