

Cendyn and Sojern Deliver High-Performing Online Advertising Campaigns for Their Portfolio of Hotel Clients

Summary

Cendyn has partnered with Sojern to deliver high-performing advertising campaigns for their hotel clients since May 2016. With Sojern's data and team of travel experts, Cendyn's clients get the same data science and machine learning as the big names in hospitality. And, Sojern consistently achieves and exceeds Cendyn's ROAS goals.

Solutions Used

- Display, Video, Native

Results

8:1

ROAS regularly, and in some cases, ROAS as high as 40:1

2%

average booking engine conversion rates

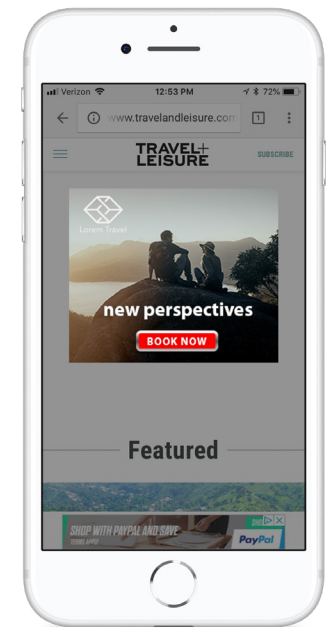
Maintained

average direct booking lift of 15-20% following the launch of Sojern campaigns

“ Sojern has a wide variety of offerings, which allows us to structure campaigns in a way that help reach our clients' goals and objectives. The results we see are fantastic, and our clients notice this as well.



Garrett Kingsbury
Senior Digital Marketing Manager



Display Ad Example on Mobile

About Cendyn

Cendyn drives marketing, sales, and event performance for the travel and hospitality industry through innovative software and services that remove the friction from the traveler's journey.

Challenges

With over 30,000 hotel clients across 143 countries, Cendyn has cemented itself as a leader in hospitality marketing. And with that reputation comes high expectations. Clients expect them to continuously deliver the latest and greatest in digital advertising. The Cendyn team understands the importance of direct bookings, and their solutions are designed to do just that. But they sought a more targeted way to reach in-market travelers for their clients. "One need we have," continues Kingsbury, "is filling the gap with our first-party and third-party data."

Objectives

Cendyn partners with Sojern to run highly targeted online marketing campaigns for dozens of their hotel clients. With Sojern's millions of traveler profiles and billions of real-time search and booking intent signals, Sojern identifies travelers looking to come to your city and influence them to book directly with your property. Because Sojern can reach those travelers who are most likely to book with our clients, the result is a far more effective ad campaign spend and execution.

"Sojern reaches users who may have made a reservation through a third party, but instead booked direct, which is a great selling point for many of our clients," says Kingsbury.

Sojern and Cendyn began partnering on advertising campaigns for hospitality clients in May 2016. With all campaigns, the goal is to deliver a blended return on ad spend (ROAS) of 5:1 across channels.

Results

Sojern has consistently delivered for Cendyn and their hotel clients. In any given month, Sojern executes upwards of 65 advertising campaigns for Cendyn's hotel clients, ranging from display, video, native, or some combination of these channels. With Sojern's data and team of travel experts, Cendyn's clients get the same data science and machine learning as the big names in hospitality. "We often see 8:1 ROAS, and sometimes upwards of 40:1, depending on the client and their goals," says Kingsbury. "Sojern not only improves our current campaigns, but helps our clients reach their goals."

Want to know how we can partner with your agency for stronger campaign results? [Get in touch with us today.](#)