



# theKeyCollection and Sojern Partner to Generate More Direct Bookings Across Their Dublin Portfolio

## Summary

Looking for a way to drive more direct bookings to their properties, theKeyCollection partnered with Sojern on their marketing solution for independent hoteliers. Not only did Sojern deliver on this, but they reached guests with longer lead times.

## Solutions Used

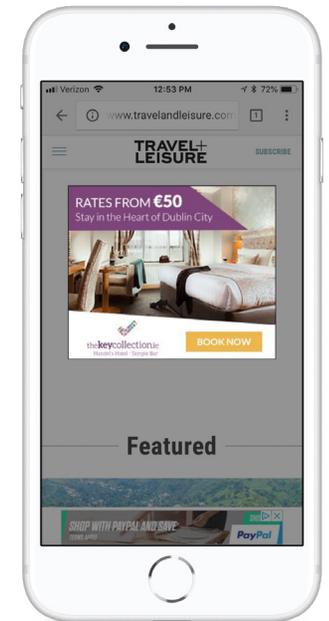
Display

Results		
<b>€18K+</b>	<b>100</b>	<b>Generated</b>
in direct booking revenue across four Dublin properties in just 3 months	future direct bookings, worth €58,545	bookings from guests with longer lead times between booking and arriving

“ For us, having good partners like Sojern, they are producing bookings we couldn't have gotten in a more cost effective and measurable way because you're reaching people much earlier than almost all other online marketing channels.



**Christopher Kenny**  
Group Marketing Manager



Display Ad Example on Mobile

## About theKeyCollection

theKeyCollection brings together a unique set of six hotels, nine apartments and four guest houses, in Dublin and Carrick-on-Shannon, Ireland, and London, UK. Their portfolio includes economy hotels in Dublin, luxury hotels in London, as well as fully serviced apartments and guest houses.

## Challenges

Marketing teams often struggle to keep up with the demands of a fast-growing brand. So, it's essential to find reliable partners who can contribute to further successes. "That's becoming more important to us as we've grown," explains Christopher Kenny, Group Marketing Manager, "The issue for us is whether our partners grow with us and whether they can bring something to the table that we can't do ourselves."

## Objectives

The team turned to Sojern's commission-based solution for independent hoteliers in early 2018. Sojern taps into their billions of travel intent signals to determine who is currently looking for travel to Dublin, but who may not know about theKeyCollection or its properties. While these people are browsing the web, Sojern displays online ads featuring theKeyCollection properties, inviting them to visit the website to learn more. Sojern keeps their properties in the front of the person's mind, by re-engaging with them and reminding them to go back to the site when they are ready to make a booking.

## Results

In the first three months, Sojern drove €18K+ in direct booking revenue across four Dublin properties. What's more, is that they generated a further 100 future bookings, worth €58,545 in direct booking revenue—and this is where Sojern stands apart for Kenny. "That's where we find that Sojern is very effective," he explains, "When we try to inspire long-term bookings, 60-90 days or longer out, that's where Sojern really helps, and that's when we see Sojern work particularly well."

Looking for multi-channel marketing solutions for your property? [Reach out today.](#)