

The Breezes Bali Partners with Sojern to Grow Incremental Direct Bookings by 35%

Summary

For over 19 months, The Breezes Bali has partnered with Sojern to deliver more targeted advertising. Working across online Display, Search, and Facebook and Instagram, Sojern has helped drive over \$107K USD in direct booking revenue since the partnership began.

Results

\$107K

USD in direct booking revenue in 19 months

30-40%

increase in incremental revenue

35%

increase in incremental room nights

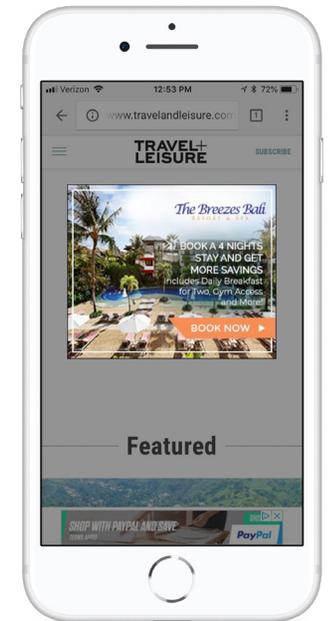
“ Sojern helps us deliver our message to a more targeted audience, and that’s so important in travel. We’ve been approached by other providers, but none of them offer a commission-based payment model. Sojern is the best way to spend our money.

The Breezes Bali
RESORT & SPA

Andika Praba
Corporate E-Commerce Manager

Solutions Used

Display, SEM, Facebook and Instagram



Display Ad Example on Mobile

About The Breezes Bali Resort & Spa

With 130 rooms including Junior Suites, The Breezes Bali Resort & Spa is centrally located in the heart of the island's most vibrant holiday scene, a short walk from Seminyak Beach. The expansive, four-tiered swimming pool is the centrepiece of the resort, complete with its own man-made beach pool and swim-up bar.

Challenges

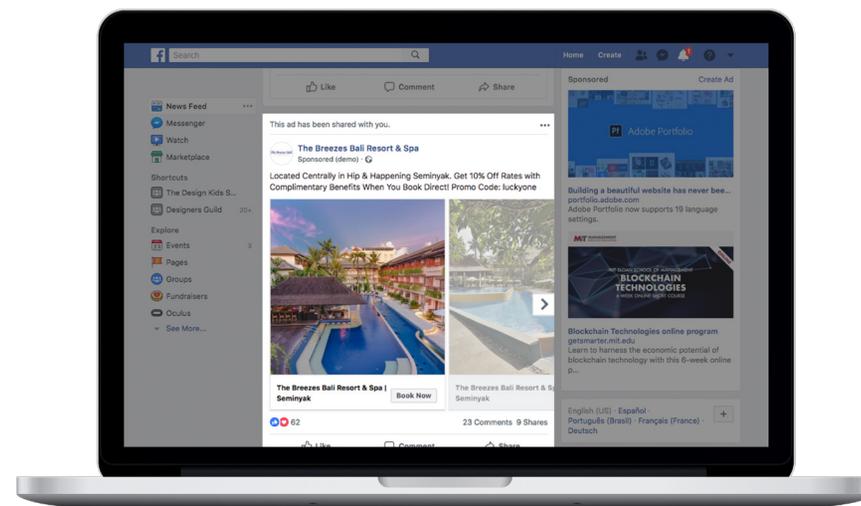
Third parties remain a challenge for hoteliers, and it is exacerbated for boutique and independent properties. "While we partner with third parties on one hand, we're in competition with them for direct bookings on the other," says Andika Praba, Corporate E-Commerce Manager. "I needed a way to compete." And while Mr. Praba's team looked for providers to partner with, all had costly upfront payment models—that is, until they began working with Sojern in March 2017.

Objectives

Sojern provides a commission-based online marketing solution for hoteliers to generate more direct bookings, without the upfront cost. Sojern can see who is looking for travel to Bali, and reach them with engaging online ads. While The Breezes started with online display advertising, Sojern also runs Search Engine Marketing (SEM), as well as Facebook and Instagram on their behalf. Best of all, they only pay Sojern a commission after a completed stay comes from the direct bookings that Sojern helped to deliver.

Results

In the 19 months since the partnership began, Sojern has generated \$107,991 in direct booking revenue for The Breezes Bali. Working with Sojern also led to a 30-40% growth in incremental revenue, and a 35% growth in incremental directly booked room nights. With Sojern running advertising across Display, SEM, and Facebook and Instagram, The Breezes team can inspire travellers across devices and throughout their journey from search to booking.



Facebook Ad Example on Desktop

Looking to increase your property's share of direct bookings? [Get in touch now.](#)