

# Savoy Berlin and Sojern Generate Over €38K in Direct Booking Revenue

## Summary

Sojern helps Savoy Berlin launch an online advertising campaign to increase their direct hotel bookings. In the nine months that they have partnered with Sojern, the Savoy has seen over €38K in direct booking revenue across display advertising, and through Facebook and Instagram.

## Solutions Used

Display, Facebook and Instagram

## Results

**€38K**

in direct booking revenue in nine months

**Leveraged**

power of Facebook and Instagram for incremental direct bookings

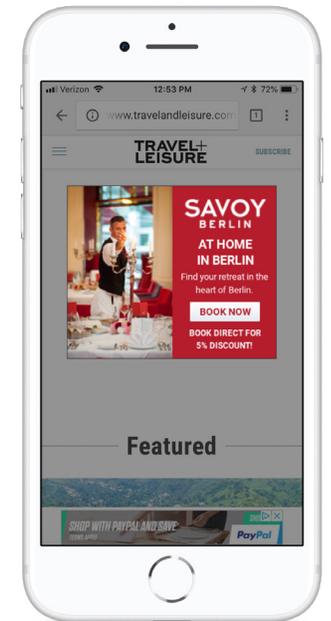
**25**

future direct bookings worth €9K

“ It feels like a real partnership. The commission structure works for us, because we only pay after Sojern gets us a direct booking. We have a good relationship with Sojern, and the team is open and flexible to new and cool ways of working together.

**SAVOY**  
BERLIN

**Christoph Peppers**  
Cluster E-Commerce & Distribution Manager,  
Samuel Braun Hotels Berlin



Display Ad Example on Mobile

## About Savoy Berlin

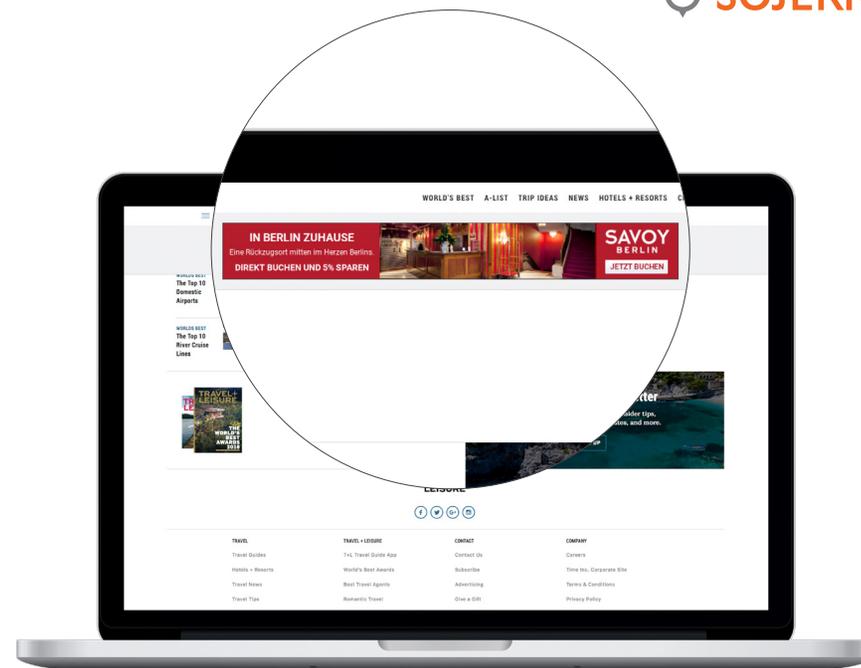
The Savoy Berlin's charming atmosphere is as unique as its clientele. The 122 rooms and suites have each been lovingly designed and furnished with their own special flair. As part of Samuel Braun Hotels Berlin, the Savoy has been making guests feel at home in Berlin for nearly 90 years.

## Challenges

"Berlin may be getting more and more visitors, but there are also more beds that need to be filled," says Christoph Peppers, Cluster E-Commerce & Distribution Manager for the Savoy, citing the increase in new hotels in the city. "The Savoy stands out in a crowd because of its style, but we have more lifestyle-driven hotels popping up, which is challenging."

## Objectives

Peppers and his team sought a way to create more awareness of their hotel for travellers. The Savoy Berlin team began working with Sojern in December 2017 on their commission-based marketing solution for independent hoteliers. Sojern then engages with these people as they are browsing the internet, with online display advertising for the Savoy.



Display Ad Example on Desktop

## Results

Since the partnership began, Sojern has generated €38,811 in direct booking revenue for the Savoy. Most of this revenue has come from online display advertising, but the Savoy has recently launched advertising on Facebook and Instagram with Sojern. company. So, the Savoy has a new outlet to generate direct bookings, with the same pay-on-the-stay commission model. So, the Savoy has a new outlet to generate direct bookings, with Sojern's pay-on-the-stay commission model. "I don't think there is another company like Sojern out there," continues Mr. Peppers, "The revenue they've driven has been great."

Looking to get more direct bookings to your property? [Get in touch now.](#)