

Sojern Generates More Than RM1.1M in Direct Booking Revenue for Samadhi Retreats, with RevDirect™

Summary

Samadhi Retreats began working with Sojern's RevDirect™ in early 2017 to raise their profile and earn more direct bookings. What began with online Display advertising soon grew to include advertising through Search as well as on Facebook and Instagram, due to excellent results.

Solutions Used

- RevDirect Display
- RevDirect SEM
- RevDirect Facebook and Instagram

Results

RM1.1M

in direct booking revenue across their portfolio

30%

of Samadhi's total direct bookings are Sojern driven

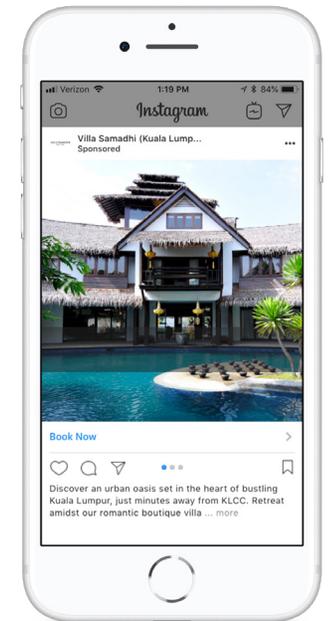
Leveraged

Sojern's expertise to run advertising across Display, Search, Facebook, and Instagram

“ It's like having an extra pair of hands on board. The expertise that Sojern brings is invaluable to us, and helps us do our jobs more effectively.



Faith Yap
Marketing Executive



Instagram Ad Example on Mobile

About Samadhi Retreats

Samadhi Retreats' three properties in Malaysia and Singapore are built in the character of the natural and cultural surroundings and serve as a form of escape for the urban traveller. With fewer than 25 rooms each, Samadhi's one-of-a-kind concepts use only restored timber and incorporate natural materials into their designs.

Challenges

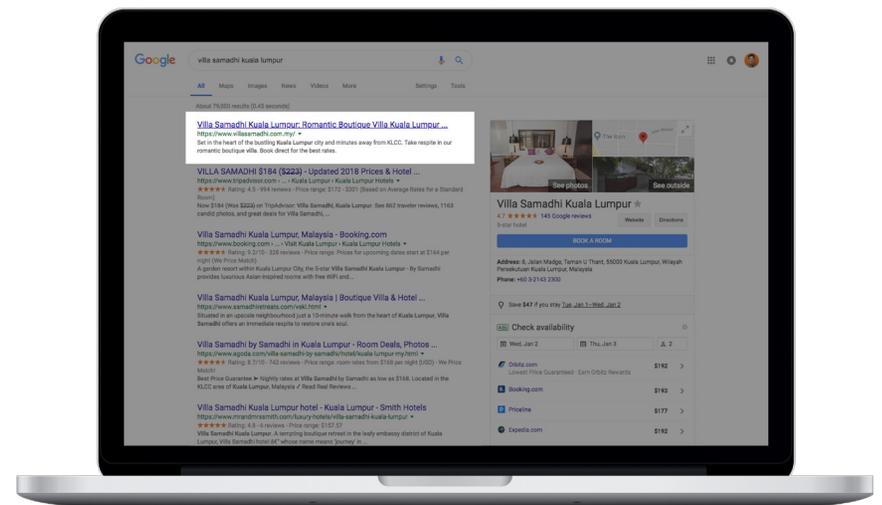
Most independent hoteliers have a limited marketing budget, so it's essential to deliver optimal results with that spend. Samadhi Retreats had focussed their marketing efforts on brand awareness. However, Faith Yap, Samadhi Retreats Senior Marketing Executive explained that they, "wanted to move towards projects that would directly drive revenue." In order to achieve this, the Samadhi team partnered with Sojern's RevDirect solution in January 2017.

Objectives

RevDirect reaches travellers who are searching for travel to a Samadhi Retreat destination, with messaging about their specific properties. Whether it's finding with new guests who have never heard of Samadhi, or re-engaging those who have visited the site, Sojern keeps Samadhi properties front-of-mind for travellers. And, using Sojern for online advertising across Display, Search, Facebook, and Instagram, means that Samadhi can engage with travellers at every stage of their planning and booking journey.

Results

In 20 months, Sojern has driven RM1.1M in direct booking revenue for Samadhi Retreats—and accounts for around 30% of all Samadhi's direct bookings. But more importantly, the Samadhi team appreciates that Sojern can run their pay-on-the-stay RevDirect commission model across multiple advertising channels. "We felt that seeing the brand on more than one platform would help lend credibility," shares Yap, "That guests might be more inclined to click on an ad after recognising the brand."



SEM Ad Example on Desktop

Looking to grow your direct bookings? **Get in touch now.**