

Sojern's RevDirect™ Generates Over HK\$1.9M in Direct Revenue for Lanson Place, Using Google Marketing Platform

Summary

Lanson Place Hotel has worked with Sojern and their RevDirect solution since June 2017 to drive more direct booking revenue. What started as standard, online display advertising, has now expanded to include Search Engine Marketing (SEM), for a full-funnel online marketing strategy, all run via Google Marketing Platform.

Solutions Used

- RevDirect Display
- RevDirect SEM

Results

HK\$1.9M

in direct
booking revenue

Increased

control over
marketing spend

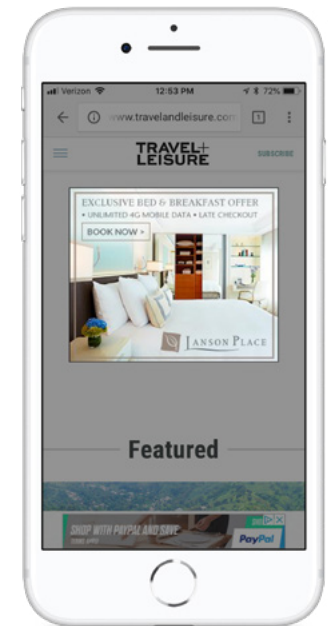
323

direct hotel bookings

“ We get the best of both worlds—our campaigns run on Google Marketing Platform, which in our opinion is the best tech stack out there, with Sojern’s travel and ad tech prowess. The insights we receive inform our pricing strategy and allow us to capture more direct bookings.



Man Chan
Assistant E-Commerce Manager



Display Ad Example on Mobile

About Lanson Place Hotel

Lanson Place Hotel is a boutique hotel located in Hong Kong’s thriving Causeway Bay entertainment and shopping hub. As a member of the “Small Luxury Hotels of The World™”, its 194 rooms and penthouse suites, each with a kitchenette, demonstrate refined luxury accommodation and comfort.

Challenges

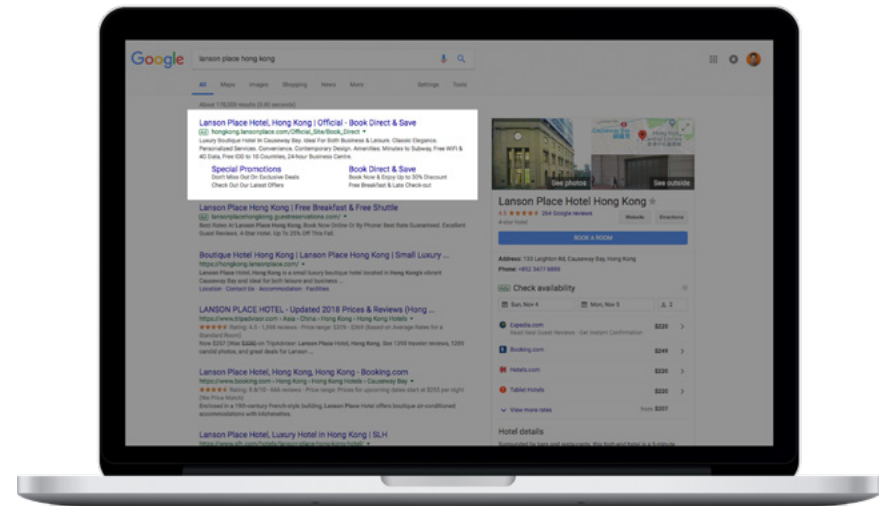
As a member of Small Luxury Hotels of The World™ (SLH), Lanson Place guarantees a unique, personal experience. But it can be tough to spread the word with limited marketing budgets. “Direct bookings are one of the best ways to maximise hotel revenue,” says Man Chan, Assistant E-Commerce Manager, “We wanted the marketing strategies of a large chain, but couldn’t afford the high upfront cost.” Enter Sojern’s RevDirect™ solution in June 2017.

Objectives

Sojern’s RevDirect engages with people who are actively searching for travel to Hong Kong with messaging about Lanson Place. What began with online Display advertising quickly grew to include Search Engine Marketing (SEM). So from discovery through to booking, Lanson Place can effectively reach travellers at every stage in the funnel. And, by using Google Marketing Platform, Sojern can focus on delivering more direct bookings for Lanson Place.

Results

Since the partnership began in June 2017, Sojern has driven HK\$1,975,892 in direct booking revenue for Lanson Place, and 323 bookings from online Display advertising and SEM. Moreover, by consolidating Search and Display marketing efforts with Sojern using Google Marketing Platform, Lanson Place is better positioned to attract and retain customers with a more effective marketing strategy.



SEM Ad Example on Desktop

Looking to increase your direct booking revenue? **Get in touch now.**