

Montigo Resorts, Nongsa Increases Direct Bookings Across Channels with Google Marketing Platform and Sojern RevDirect™

Summary

Montigo Resorts, Nongsa sought to consolidate their online marketing efforts in one place, and have partnered with Sojern's RevDirect™ since March 2017 to do just that. Using Google Marketing Platform, Sojern has generated over \$538K worth of direct booking revenue for the property in 19 months.

Solutions Used

- RevDirect Display
- RevDirect SEM

Results

\$507,826

in direct bookings from online Display advertising in 19 months

\$75,317

in direct revenue with SEM in five months

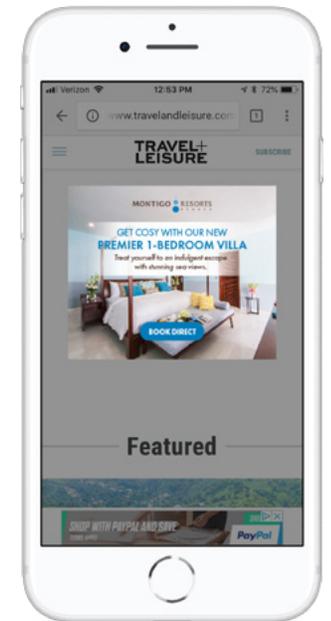
Increased

visibility across online advertising channels

“ Unlike other partners, Sojern consolidates multiple channels for us through Google Marketing Platform, which helps to reach more of our target audience. The more visibility we have across channels, the better.

MONTIGO RESORTS

Fiona Neo
Director of Sales and Marketing



Display Ad Example on Mobile

About Montigo Resorts, Nongsa

Montigo Resorts, Nongsa offers the perfect island respite for all generations. Their collection of over 100 villas range from one to five bedrooms, all of which provide an uninterrupted view of the sea, and a sea-facing private infinity plunge pool. The property houses two restaurants, a beach club, a cafe, an award-winning spa, and other facilities.

Challenges

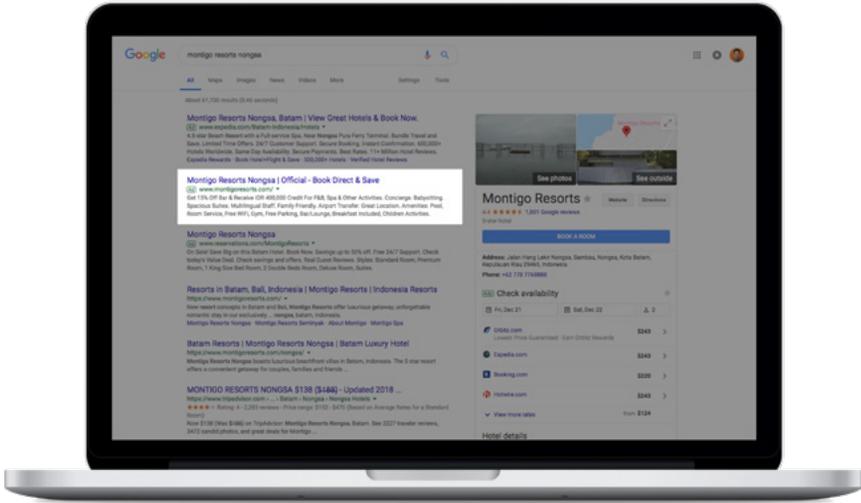
The Montigo Resorts, Nongsa team knows the importance of direct bookings, and actively promotes them with website offers. "But we only reach people who visit our website," explains Fiona Neo, Director of Sales and Marketing, "We wanted to reach potential new guests, advertise through multiple channels, and have visibility across those channels." The team began partnering with Sojern's RevDirect™ in March 2017. Sojern activates marketing campaigns across multiple online channels, using Google Marketing Platform for a streamlined client experience.

Objectives

Sojern and Montigo Resorts, Nongsa started partnering in March 2017. With access to real-time travel search and booking information, Sojern can reach those looking for travel in the region, and persuade them to visit the Montigo Resorts, Nongsa website to inspire them on their path to purchase, and ultimately, book directly through their website. Using Google Marketing Platform, Sojern runs digital advertising across multiple channels—so what began as Display grew to include Search—with Sojern providing full visibility into what drive results.

Results

Since March 2017, Sojern has generated S\$583,043 in direct booking revenue. While the majority of this came from Display, Search has provided a valuable channel for advertising as it directs people back to the hotel's website. In only five months, SEM has delivered over S\$75K in direct revenue. And, with both of these channels being run through Google Marketing Platform, Sojern can provide better cross-channel insights to the Montigo team—so they can run the most effective marketing strategy possible.



SEM Ad Example on Desktop

Looking to get more direct bookings to your property? Get in touch now.