

Casa de Campo and Sojern Earn Over \$470K in Direct Booking Revenue with RevDirect™

Summary

Casa de Campo started partnering with Sojern's RevDirect solution in March 2017 to generate more direct hotel bookings. Sojern runs online Display advertising for Casa de Campo, on a pay-on-the-stay payment model. In 22 months, Sojern generated \$470K in direct booking revenue.

Results

\$470K+

in direct booking revenue
in 22 months

Implemented

a marketing solution
without any upfront cost

Accessed

campaign insights through
Sojern's user-friendly
online account

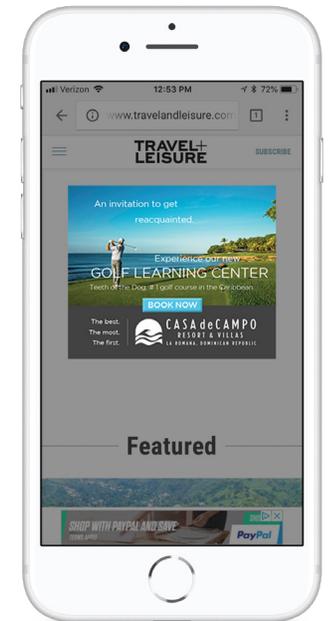
“ Our priority is finding good partners that can help us drive direct bookings. It's been two years since we began working with Sojern, and I'm very happy with the partnership.



Gitti Hernández
Ecommerce Manager

Solutions Used

- RevDirect Display



Display Ad Example on Mobile

About Casa de Campo Resort & Villas

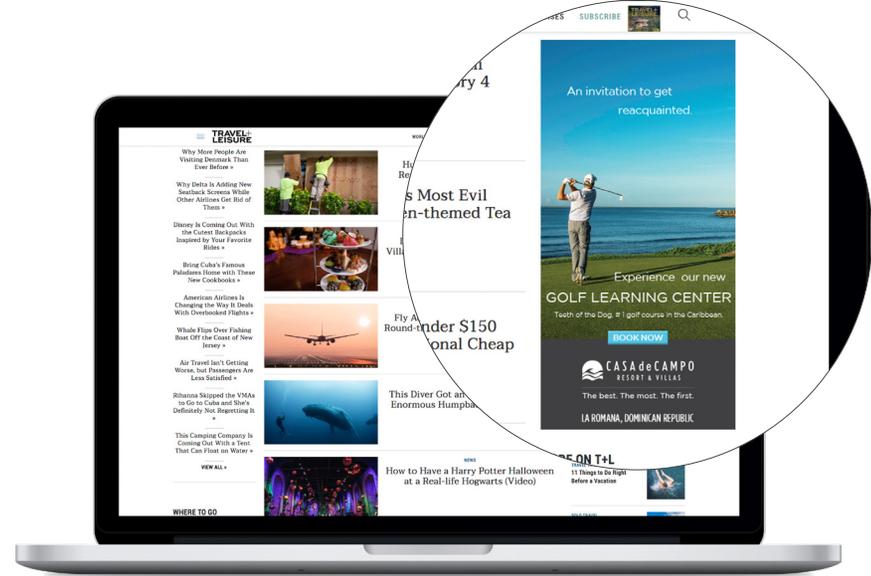
Spanning 7,000 acres, Casa de Campo Resort & Villas is one of the most exclusive resorts in the Caribbean, and part of Leading Hotels of the World (LHW), a global collection of over 400 luxury hotels.

Challenges

Casa de Campo, like many independent properties, has a small team with a lot on their plate. "There are so many digital solutions out there," explains Gitti Hernández, Ecommerce Manager, "we struggle to find the time to learn about everything that is out there." The team's priority is to focus on programs that can generate more direct bookings to their property, and tested Sojern RevDirect starting in March 2017 to achieve this.

Objectives

With Sojern RevDirect, Sojern finds people who are looking to travel to the Dominican Republic specifically, or the Caribbean generally, but who may not know about Casa de Campo. Sojern reaches these people while they are online, with messages that inspire them to visit the property's website to learn more. Sojern also re-engages people who have visited the website before, reminding them it is time to complete the booking.



Display Ad Example on Desktop

Results

In less than two years, Sojern has already generated over \$470K in direct booking revenue for Casa de Campo. The team appreciates the simple setup process and friendly customer service from the Sojern team, as well as access to their customer dashboard, which provides them with valuable insights. What's more? The property only owes Sojern a commission after the completed stay, so they don't have to worry about any upfront cost.

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