

Sojern and I'M Hotel Partner to Create a Consistent Brand Presence Across Channels

Summary

I'M Hotel has partnered with Sojern since 2017 in order to raise their online profile, maintain brand consistency across Display, Facebook, and Instagram, and increase direct bookings to their website. In 2018 alone, Sojern generated over PHP 3M in direct booking revenue for I'M Hotel.

Results

PHP 3,953,495

in direct booking revenue from Sojern in 2018

20%

increase in ADR of Sojern bookings since 2017

Maintained

a consistent brand presence across online marketing channels

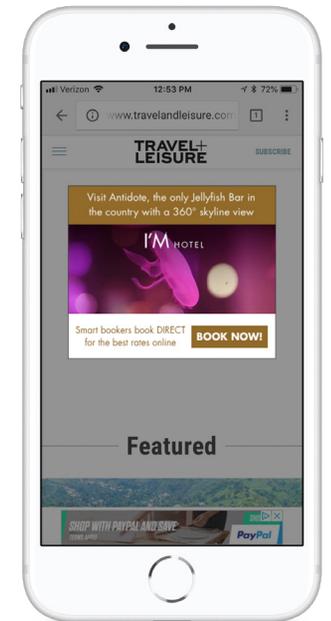
“ You can't dispute Sojern's performance, and even beyond that, they've been consultative throughout our partnership. From their troubleshooting to being proactive with telling us about the rollout of new features, we definitely appreciate their collaboration.

I'M HOTEL

Melissa Lim
Director of Sales and Marketing

Solutions Used

- Display, Facebook and Instagram



Display Ad Example on Mobile

About I'M Hotel

I'M Hotel is the first 5-star hotel in the Poblacion district of Makati, and houses the first Onsen Spa in the Philippines—which is also the country's largest urban spa. Designed by a renowned Singapore-based architect, I'M Hotel is comprised of 434 rooms, and located in close proximity to the Makati CBD.

Challenges

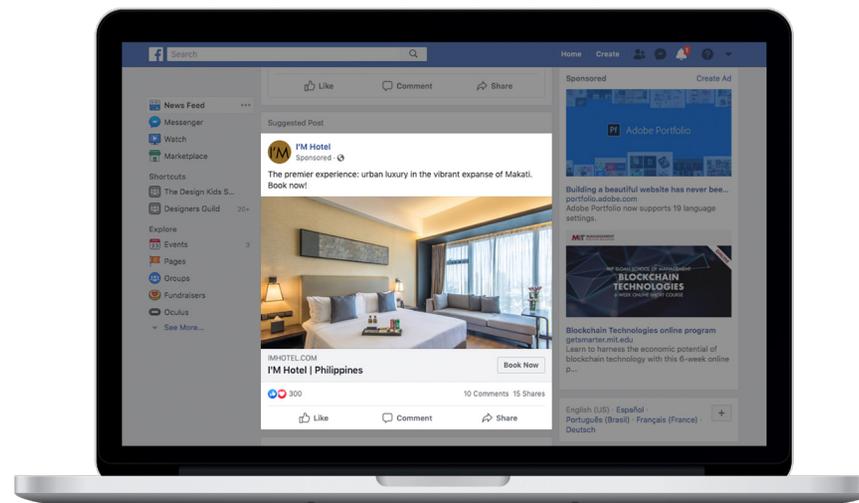
Even the most unique properties need to have a solid, multi-channel marketing strategy in order to attract as many direct bookings as possible. “In the customer journey, third parties often take a large chunk of the space,” says Melissa Lim, Director of Sales and Marketing, “we want to win them over at the point of booking.” This is often easier said than done for independent properties—many marketing solutions can be costly upfront.

Objectives

The I'M Hotel team started partnering with Sojern in mid-2017 on their solution for independent hotels. Sojern gives independent hoteliers the same online advertising capabilities of the major global brands, without the upfront cost or hassle. Sojern engages people who are searching for travel to the Philippines with beautiful imagery and messaging on behalf of I'M Hotel across Display, Facebook, and Instagram. I'M Hotel only pays Sojern a commission on the completed stays that Sojern delivers for them.

Results

In 2018 alone, Sojern generated PHP 3,953,495 in direct booking revenue for I'M Hotel. Sojern bookings tend to have a higher Average Daily Rate (ADR), which has grown over time. “Sojern’s bookings are high value,” continues Ms Lim, “and the length of stay is on average, longer than a night.” Moreover, Ms Lim appreciates Sojern’s easy-to-navigate client portal, where she can gain a greater understanding of campaign performance, as well as access invoices, and make payments.



Facebook Ad Example on Desktop

Looking for a way to get more direct bookings, across channels? **Get in touch now.**