

The Grand Mark Prague and Sojern Generate €45K in Direct Booking Revenue

Summary

The Grand Mark Prague partnered with Sojern to increase direct bookings. With a pay-on-the-stay, commission-based advertising solution, Sojern generated over €45K in direct booking revenue in under four months, and represented over one quarter of their total booking revenue during the same period.

Solutions Used

Display, SEM, Facebook and Instagram

Results

€45K+

in direct booking revenue
in just under 4 months

20%

increase in direct
booking revenue

27%

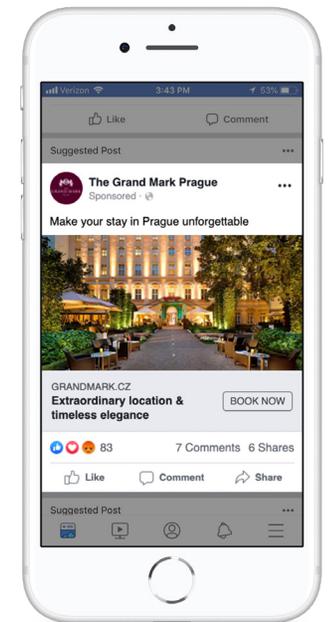
of total revenue generated
from Sojern bookings

“ I didn't expect such a fast increase in direct bookings. Our share of direct bookings grew from 10-15% to almost 30% and Sojern is part of this increase, definitely. Since we started partnering, the direct bookings increased rapidly.



Jiří Černý

Revenue & Reservations Manager



Facebook Ad Example on Mobile

About The Grand Mark Prague

The Grand Mark Prague, situated in a residential palace dating from the 17th century, is known for its unique 1800m² private baroque garden. Most rooms feature a separate large living room with a fitted kitchenette, sitting area, and large bathroom with heated floors.

Challenges

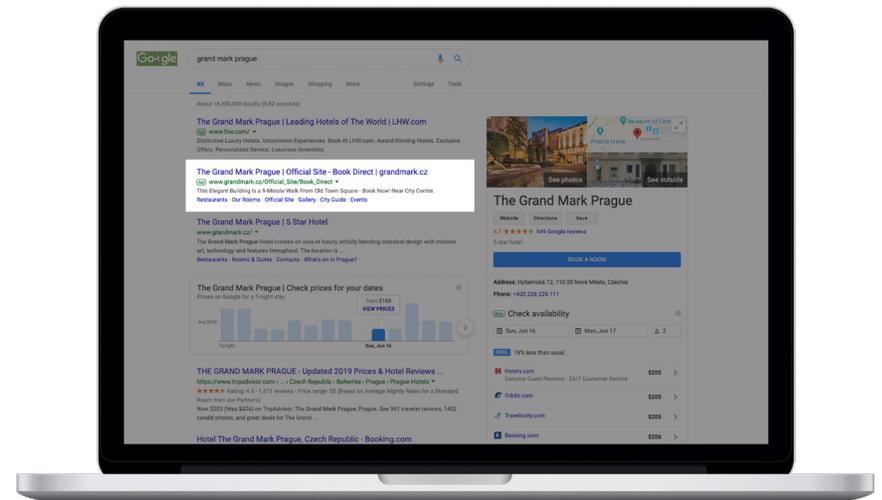
From its beautiful architecture to its food and drink, Prague is a popular destination for travellers from around the globe. And hotels are not just competing against each other, they are competing against online third parties for direct bookings. "Customers who book with us may also be customers of the big third parties," says Jiří Černý, Revenue & Reservations Manager, "and we would like to bring those customers to our website to book directly with us."

Objectives

In order to increase their share of direct bookings, they began partnering with Sojern in February 2019 on a pay-on-the-stay commission-based solution for independent hoteliers. In real time, Sojern reaches people who are actively looking to visit Prague with engaging messages on behalf of The Grand Mark Prague, across marketing channels such as Display, Search, and social media. These messages inspire travellers to visit their website directly, instead of a third party, to learn more and book directly.

Results

In just under four months, Sojern has generated over €45K in direct booking revenue for The Grand Mark Prague. This pay-on-the-stay commission model is multi-channel, and always-on, meaning that Sojern is continuously generating demand for this hotel. In fact, Sojern helped The Grand Mark Prague decrease their dependence on third parties for bookings, increasing the property's share of direct bookings revenue from 10-15% to around 30%. "It's a very easy model," continues Černý, "It doesn't need to be complicated to be a good solution."



SEM Ad Example on Desktop

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