



The Valencia Hotel Group Achieves a 9X ROI with Sojern's Subscription Model

Summary

The Valencia Hotel Group sought a multi-channel marketing solution that fit their budget, and partnered with Sojern in October 2018 on their subscription model to achieve this. In seven months, Sojern generated over \$1M in direct booking revenue, with a 9X ROI on their fixed monthly marketing spend.

Solutions Used

Display, Search, Facebook and Instagram, Metasearch

Results

9X

return on investment (ROI)

\$1M+

in total direct booking revenue generated from Sojern

Gained

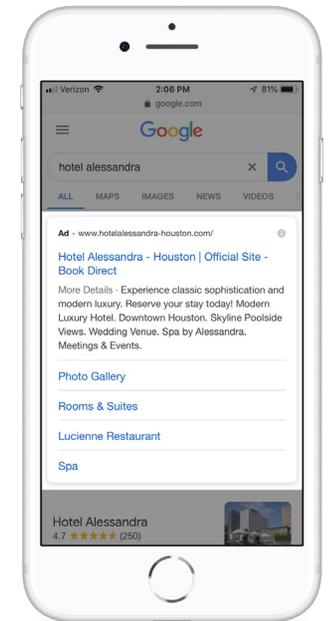
a multi-channel marketing solution with a fixed monthly cost

“ Not only does Sojern's subscription model give us more control over our marketing spend, their platform allows us to easily monitor and measure our results.



Wendy Norris, CRME, CDHM

Corporate Director of Revenue Strategy & Distribution



Search Ad Example on Mobile



About Valencia Hotel Group

Recognized for distinctive designs, amenities and settings, the Valencia Hotel Group's collection of seven boutique hotels are each specifically designed to create natural social gathering spaces, complementing lifestyle living. Their hotels have received international recognition from magazines such as Conde Nast Traveler and Travel + Leisure.

Challenges

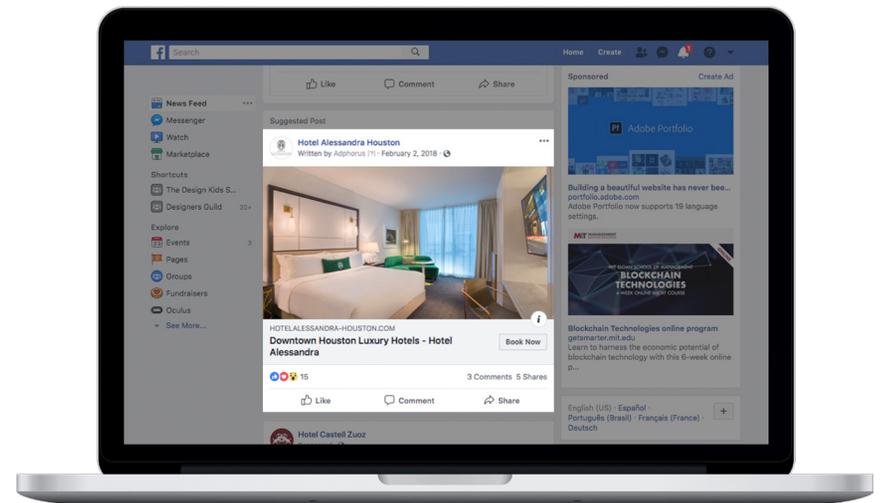
In order to win the battle for direct bookings, your hotel needs to be everywhere that your potential guests are online. That means having a digital presence across channels and platforms—as travelers jump between devices and websites in search of their perfect trip. But this multi-channel strategy is no easy feat, especially for independent hoteliers who are strapped for budget, time, and resources. This is the situation in which the Valencia Hotel Group found itself.

Objectives

Sojern partners with hotels of all sizes and marketing budgets, and has a suite of marketing solutions that fits every hotelier's specific goals. The Valencia Group sought a way to get the marketing capabilities of a large, international chain—that is, one that works across a variety of channels—but wanted a reliable, controlled monthly cost. Sojern started the subscription solution for three Valencia properties in October 2018, running advertising across Display, Search Engine Marketing (SEM), Facebook, Instagram, and Metasearch.

Results

In the seven months since the Valencia Hotel Group started the always on monthly subscription plan, Sojern has generated over \$1M in direct booking revenue across their three properties. What's more, through Sojern optimizing their marketing budget to drive performance, Sojern has delivered a 9X average ROI. "The support and expertise of the team has shown us that Sojern is a trusted collaborator," says Wendy Norris, Corporate Director of Revenue Strategy & Distribution, "We truly value the Sojern partnership."



Facebook Ad Example on Desktop

Looking for a multi-channel marketing strategy that drives results? **Get in touch now.**