

Learn How Sojern Helped Sumaq's Strategy to Grow Direct Bookings by 10%

Summary

Sumaq in Machu Picchu has been a Sojern partner for over three years, working to increase direct bookings. Through running an always-on marketing strategy across Display, Search Facebook, and Instagram, Sojern has delivered over \$260K in direct booking revenue, and helped grow Sumaq's direct bookings by 10%.

Solutions Used

Display, Search, Facebook and Instagram

Results

10%

growth in direct bookings over three years

\$260,000+

in direct bookings revenue

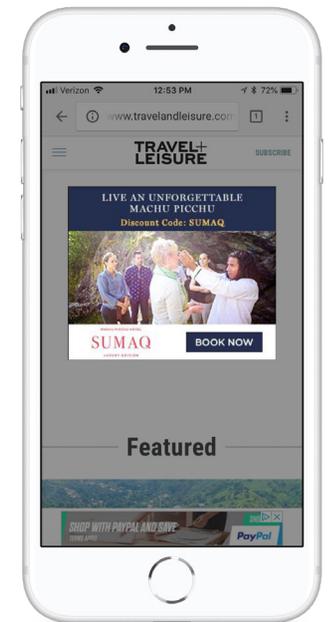
Achieved

greater exposure across online channels

“ Sojern's travel intent data has provided us with an online marketing strategy that is more successful than what we could achieve on our own. Sojern is always looking to innovate, and has been a real strategic partner these past three years.

MACHU PICCHU HOTEL
SUMAQ
LUXURY EDITION

José Castillo
E-commerce and Direct Sales Manager



Display Ad Example on Mobile

About Sumaq Machu Picchu Hotel

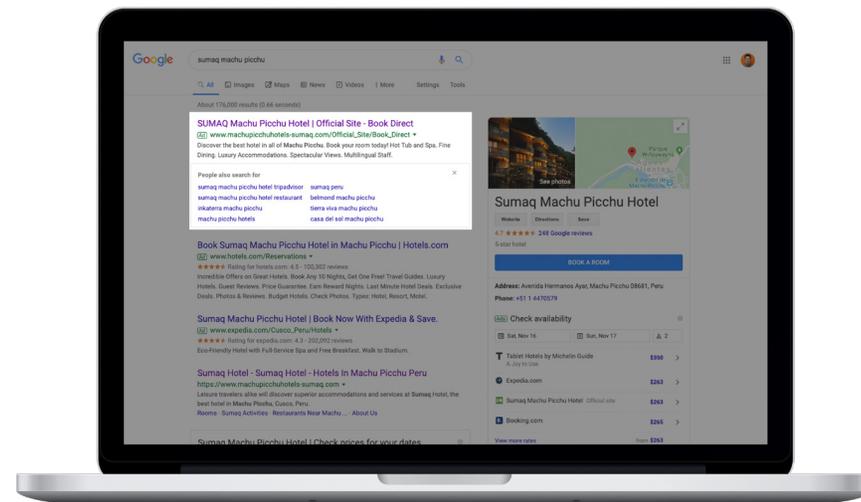
With 62 rooms dedicated to guests, our luxury resort affords each one with a scenic view and five-star comfort and service. Stylish, spacious and sophisticated, each room at Sumaq Machu Picchu Hotel is a luxurious private retreat where travelers begin and end each day in total comfort.

Challenges

If you want to stand out in the crowd, you need an online marketing strategy that is everywhere your potential guests are. This is not an easy feat for independent hotels, and while the team at Sumaq Machu Picchu tried to run some of these online advertising strategies themselves, they weren't getting the right results. "We ran in-house SEM," said José Castillo, E-commerce and Direct Sales Manager, "but it was expensive and had little return."

Objectives

The Sumaq team started working with Sojern in 2016 on their pay-on-the-stay, commission-based marketing solutions for independent hoteliers. Sojern reaches people who are searching for travel to Peru with messaging on behalf of Sumaq across Display, Search, Facebook, and Instagram. The goal was to provide Sumaq with an multi-channel marketing solution that was always-on, and increase the direct bookings on the Sumaq site.



Search Ad Example on Desktop

Results

Since Sumaq and Sojern first started working together, Sojern has generated \$260,070 USD in direct booking revenue. And because they work on a commission-based model, Sumaq only pays for the completed bookings that Sojern provides. "It's been better than running our own campaign," continues Castillo, "and along with our own internal efforts, Sojern has helped increase our direct bookings by 10%."

Looking for an always-on, multi-channel marketing strategy? [Get in touch now.](#)