

Sojern and Convento do Espinheiro Collaborate on an Always-On Marketing Plan to Grow Direct Bookings

Summary

Convento do Espinheiro has partnered with Sojern for nearly a year. Sojern runs Convento do Espinheiro's multi-channel marketing strategy on a Pay on the Stay, commissionable model. In 11 months, Sojern has increased their direct bookings by 60% year on year.

Solutions Used

Display, SEM, Facebook and Instagram

Results

€82K+

in direct booking revenue in 11 months

60%

increase in direct bookings year over year

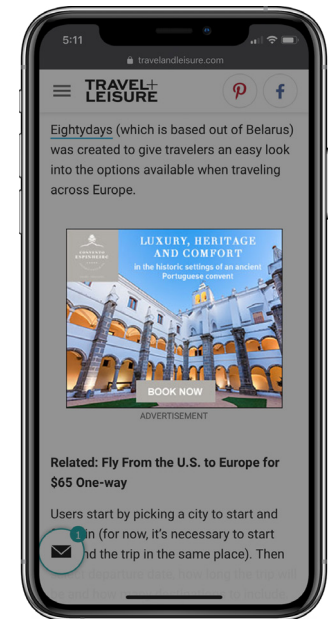
Activated

an always-on, multi-channel marketing solution

“ We work with Sojern because they do everything we are trying to do from a marketing perspective, but can't on our own. Our direct bookings are up, so it's been a very good experience.



Ricardo Banha
E-Commerce & Revenue Manager



Display Ad Example on Mobile

About Convento do Espinheiro

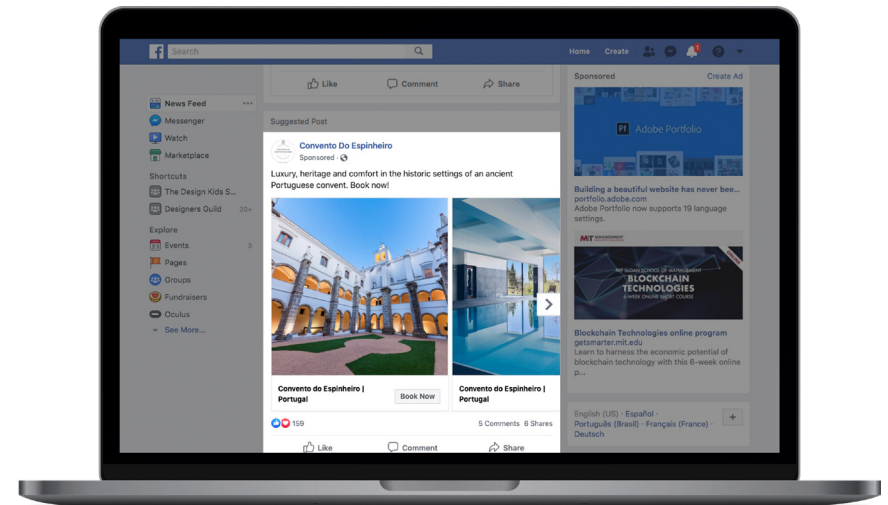
Convento do Espinheiro is a 92-room hotel just outside Évora, Portugal. Rich in history, it was a convent in the 15th century, which was built and settled by monks of the Order to St. Jerónimo. Today, the hotel is complete with a restaurant, spa, and fitness center.

Challenges

Convento do Espinheiro is rich in history, scenery and atmosphere. Despite being one of a few five-star hotels in the area, their team still struggled with generating direct bookings. This was partly due to third parties being so strong, and in part due to being in a more remote part of Portugal. When Sojern presented them with a Pay on the Stay marketing solution to drive them direct bookings, they decided to test it in January 2019.

Objectives

Sojern has access to billions of real-time search and booking intent signals, so they can see who is looking to travel to Portugal or similar destinations. Using this data, Sojern will engage these travellers with adverts on behalf of Convento do Espinheiro across Display, Search Engine Marketing (SEM), Facebook, and Instagram. These messages inspire them to visit the hotel's website where they can learn more and book directly.



Facebook Ad Example on Desktop

Results

In 11 months alone, Sojern has generated over €82,897 in revenue from 178 direct bookings, and direct bookings for Convento do Espinheiro have increased 60% year on year. But most of all, the team has a marketing strategy they can trust in. "Sojern delivers a booking, and we pay a commission," explains Ricardo Banha, E-Commerce & Revenue Manager, "That's the business model for me."

Looking to get more direct bookings to your property? [Get in touch now.](#)