

Pay On The Stay

A pay-for-performance, multi-channel, digital advertising solution that influences travelers to book direct.

Boost Your Direct Bookings, With a Risk-Free Solution

Engaging with prospective guests as they navigate across websites, digital channels and different devices to plan and book their travel is an increasingly complex challenge.

At Sojern, we've spent over a decade understanding travelers and have developed a risk-free, Pay On The Stay model that influences travelers to book direct. Its fully performance based, meaning you only pay a commission after the guest completes their stay.

Your campaign can run on Display, Facebook, Instagram and Search in order to place your hotel in front of in-market travelers throughout their entire path to purchase.

Key Benefits & Features



Increase Direct Bookings

We find travelers most likely to convert and influence them to book directly with you, through a multi-channel advertising campaign.



Risk-Free

You only pay after a guest completes a stay, so there's no up-front cost, even for the creation of your ads. And you can cancel with 7 days notice.



Easy To use

With minimal set-up, you'll have your own Sojern Account to view your campaigns, remove cancellations, and gain valuable market and traveler insights.



Trusted Experts

Our data scientists are constantly optimising your campaigns while your dedicated Customer Success Manager ensures you are informed and happy.

How It Works

Step 1

Our data partnerships with OTAs, airlines, hotels, etc. allow us reach travelers the moment they begin searching online, in any market around the world.

Step 2

As travelers search online, Sojern shows ads for your hotel, building brand awareness and influencing them to book directly on your website.

Step 3

You only pay a commission if Sojern's advertising drives direct bookings that result in a completed stay.