

# Hotel Monville and Sojern Execute a Multi-Channel Marketing Strategy that Generates CAD \$148K in Direct Booking Revenue

## Summary

Hotel Monville has been a Sojern RevDirect client since April 2018. Sojern runs online advertising on Hotel Monville's behalf, across Display, Search, Facebook, and Instagram. Since partnering, Sojern has generated over CAD \$148K in direct booking revenue for the property.

## Solutions Used

- RevDirect Display, SEM, Facebook and Instagram

## Results

**CAD \$148K**

in direct booking revenue

**Implemented**

a multi-channel online advertising strategy across Display, Search, Facebook, and Instagram

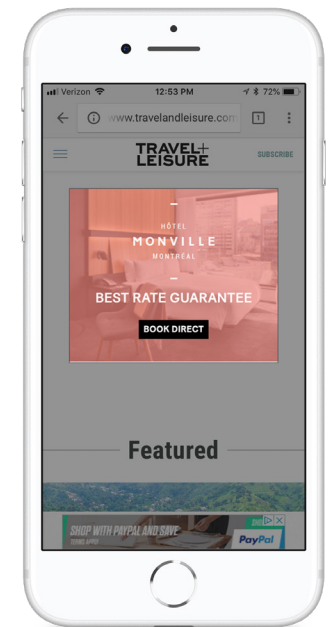
**24%**

of Sojern-driven bookings came from Facebook and Instagram

“ We've had a great relationship with Sojern from the beginning. I like that we only need to pay upon a completed stay. It was a simple integration with our existing systems, so it didn't take a lot of work to get started.

—  
**MONVILLE**  
—

Jean-Cédric Callies  
Director of Sales and Marketing



Display Ad Example on Mobile

## About Hotel Monville

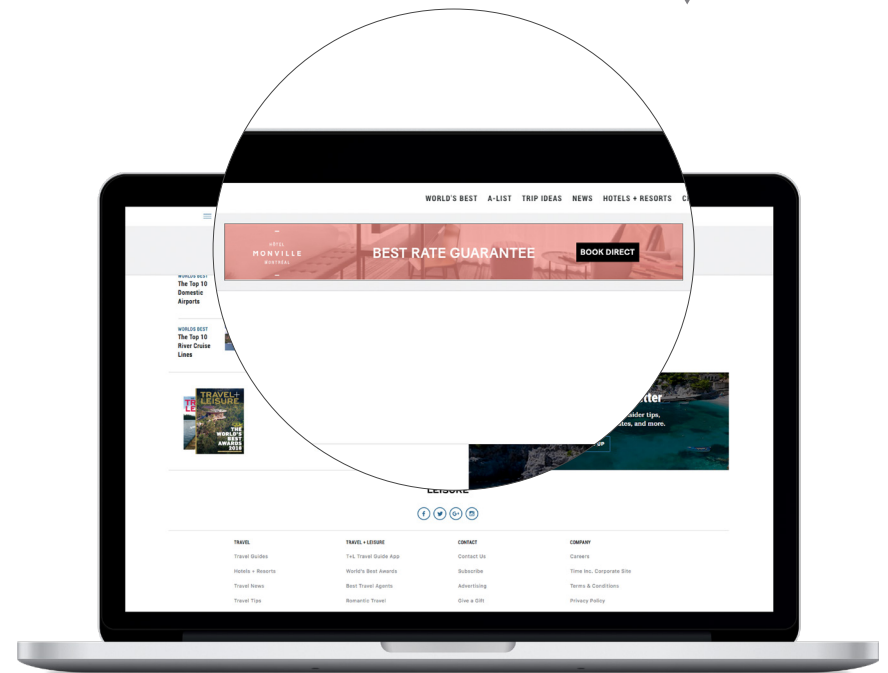
Hotel Monville is a 269-room property located in downtown Montreal. The Monville features original design, cutting-edge technology and highly attentive service. Hotel Monville is the first and only hotel in Canada to provide electronic kiosks for guest check-in, and room service using an autonomous delivery robot.

## Challenges

Called “Canada’s Most Innovative Hotel”, Hotel Monville opened in March 2018. Their technological amenities like their robot room service, paired with an impeccable customer experience would make it a memorable stay for any traveller. And still, it’s tough to raise a new hotel’s profile without large upfront marketing costs, or a heavy reliance on third-party booking sites.

## Objectives

Hotel Monville began working with Sojern’s RevDirect upon their opening in March 2018 to raise their online profile as well as increase direct bookings. Sojern reaches people looking to travel to Montreal, but who may not know of Hotel Monville. Sojern reaches these people through a combination of online Display ads, Search Engine Marketing (SEM), and Facebook and Instagram. Through these channels, travellers are inspired to visit the property’s website to learn more and book directly.



Display Ad Example on Desktop

## Results

Since the partnership began, Sojern has driven CAD \$148,366 in direct booking revenue. Direct bookings have increased to the site overall, as the property gets more and more name recognition. Best of all, Hotel Monville gets all the benefits of a multi-channel marketing strategy, without the upfront cost. RevDirect’s pay-on-the-stay commission model means Hotel Monville only pays for the bookings that Sojern delivers.

Looking for a way to get more direct bookings, across channels? [Get in touch now.](#)