

Sojern and Makarem Annakheel Village-Jeddah capture \$20K in direct booking revenue with post-lockdown campaign

Overview

Makarem Annakheel Village-Jeddah partnered with Sojern to capture direct bookings as soon as the Kingdom of Saudi Arabia's lockdown lifted. They launched a multi-channel digital advertising campaign, capturing domestic travel intent and converting it into 73 direct bookings with an ROI of 3.82X in just 3 months.

Solutions Used

'Pick Your Plan' Display and Facebook

Results

\$20K

increase in direct booking revenue

73

direct bookings in just 3 months

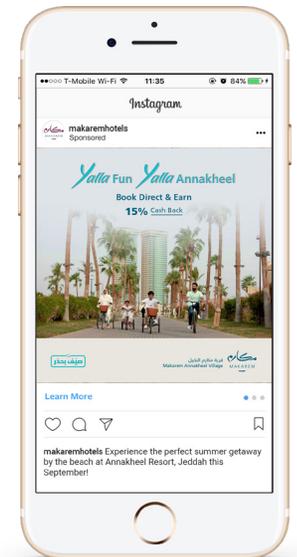
3.82X

ROI

“ Sojern exceeded our expectations. We strongly believe in their machine learning technology and travel intent based advertising to drive direct bookings



Adam Salem
Corporate eCommerce Manager



Instagram Ad Example on Mobile

About Makarem Annakheel Village

Makarem Annakheel Village is a resort consisting of furnished villas, apartments, and a hotel featuring elegant rooms, restaurants, health club and its own yacht jetty. The property is owned and operated by Dur Hospitality Company, a leading public joint-stock company specialised in hospitality, founded in 1976 in Saudi Arabia.

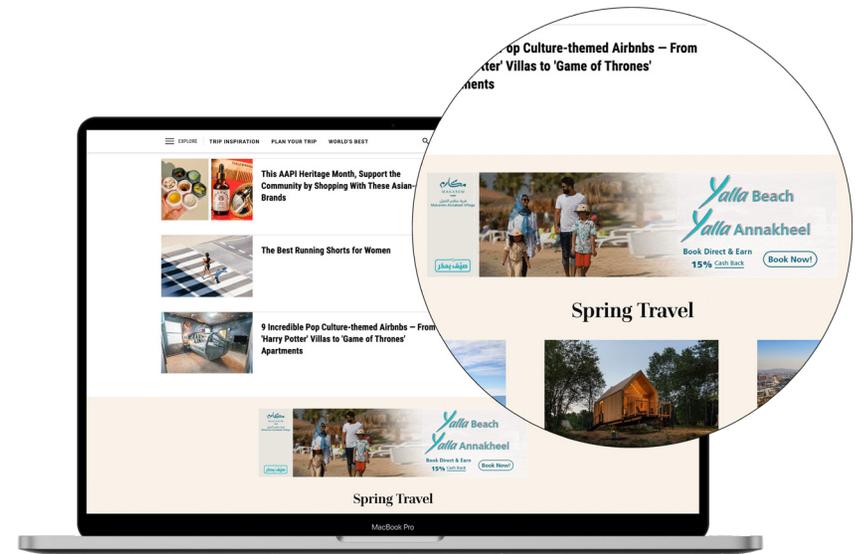
Challenges

Pandemic lockdowns in the Kingdom resulted in intensely fluctuating levels of travel demand, posing challenges for Makarem Annakheel Village-Jeddah as they navigated new safety protocols, staff furloughs, rehiring, and revenue uncertainty. The unique beach-side resort needed a partner who could support maximising their revenue, thus Sojern stepped in and launched a campaign.

Approach

Makarem Annakheel Village-Jeddah partnered with Sojern to quickly reinstate their marketing campaigns when the Kingdom reopened, taking advantage of increased travel intent post-lockdown. Using display and Facebook within Sojern's subscription-based 'Pick Your Plan' solution, the resort management were confident they were reaching the right audiences and maximising their marketing budget. "It's challenging to find marketing budget, especially nowadays," says Adam Salem, Corporate eCommerce Manager. "But we can't fall into the trap of saving costs. You must invest more on digital and paid ads to make sure you are present, increase awareness, and drive conversions."

Looking to get more direct bookings to your property? **Speak to Sojern!**



Display Ad Example on Desktop

Results

Sojern was a major player in the resort's comeback, driving \$20K in direct booking revenue and 73 new direct bookings in just 3 months. "One major contributor to our great campaign results was the ease of Sojern's approach and how quickly you got our campaign up and running," said Salem.