

Sojern Drives Metasearch Conversions with Indonesian Booking Engine Alaric

Overview

Sojern and Indonesian booking engine Alaric partner to provide digital marketing solutions for hotels. With their previous metasearch provider, Alaric clients experienced limited visibility in top metasearch engines and delayed campaign launches. They turned to Sojern to drive increased performance with exceptional customer support.

Solutions Used

- Metasearch
- SEM
- Programmatic Display

Results

Halved

launch time from
30 to 14 days

24%

of direct bookings
driven by Sojern

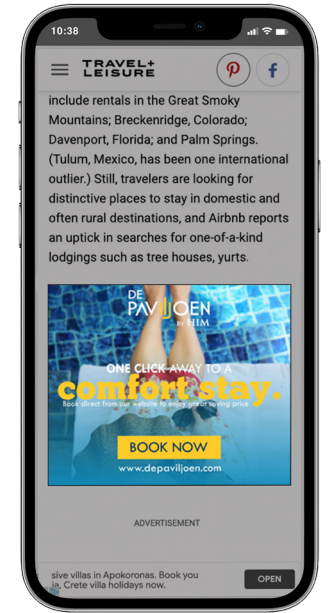
Increased

impression count and
share of visibility in top
metasearch engines

“ We were working with another metasearch partner but our hotels never saw their properties in the search results. With Sojern, we always see our properties in the top results, so we know our hotels are getting what they pay for.

ALARIC

Hendra Kusnandar
CTO



Display Ad Example on Mobile

About Alaric

Alaric Hospitality Solutions is an Indonesian hotel technology provider that offers comprehensive IT-based platforms and solutions for hotels to increase revenue. They provide an integrated web and mobile booking engine system, sales CRM and banquet CRM, OTA price check and OTA rate match, and web development.

Challenges

Alaric’s customers needed a digital marketing solution that could drive direct bookings efficiently, while also providing customer support to respond to changing market conditions. Before Sojern, Alaric had partnered with a different metasearch provider, but was experiencing problems with performance and customer service. Its hotel customers reported not seeing their brands appear on major metasearch sites, and experienced slow campaign launch times. “Our requests took awhile to address,” explains Hendra Kusnandar, CTO.

Objectives

Alaric’s clients leverage Sojern’s Pay On The Stay solution to drive direct bookings. As it’s fully performance based, hoteliers using this solution only pay a commission after the guest completes their stay, which helps manage their spend efficiently. For six Alaric properties, Sojern works across programmatic display, SEM and metasearch, leveraging real-time intent data to engage travellers across their path to purchase and influencing them to book direct.



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Results

Sojern has improved visibility on top metasearch engines for Alaric’s hotels, increasing direct bookings. Roughly 24% of these were driven by Sojern’s Pay On The Stay solution, 11% from metasearch. In addition, Sojern halved onboarding time from Alaric’s previous provider, going from 30 to 14 days for time to launch. “Hoteliers want to see their brands in the main metasearch results,” continues Kusnandar, “I am proud to be working with Sojern to deliver these results.”

Looking to supercharge your marketing efforts with metasearch? **Speak to Sojern now!**