

MANAGING SEARCH + DISPLAY HOLISTICALLY TO DRIVE BOOKINGS AT HIGH ROAS



OBJECTIVE

Digital Marketing Works, LLC wanted to ramp up its online marketing campaign for its client, Extended Stay Hotels, to stay ahead in the competitive travel industry. The agency aimed to drive booking costs more efficiently with a high target ROAS for the popular hotel chain.

SOLUTION

Digital Marketing Works, LLC implemented IgnitionOne's search and display media optimization solution to drive booking costs more effectively for Extended Stay Hotels. IgnitionOne's technology drove higher website conversions by delivering real-time interactions that were personalized to each visitor's specific interests and propensity to convert. IgnitionOne then capitalized on location-based, dynamic creative across both search and display channels, enabling the marketer to drive more targeted messaging to highly qualified leads and increase conversions. IgnitionOne managed the entire campaign through its centralized Digital Marketing Suite, making it easy to track performance across various media.

To improve return on search ad spend, IgnitionOne utilized its proprietary SPOT[®] algorithm to automatically optimize keyword bids and ad creative based on predicted future performance. IgnitionOne used geo-dynamic keywords to further enhance the ad messaging relevance to users. The search ad creative would show copy specific to the user's location based on their IP or past search behavior to increase the likelihood of click-throughs. IgnitionOne also identified

and uptick spend during time frames that saw an increase in travel activity, for example at holiday seasons.

To improve display performance, IgnitionOne utilized remarketing to capture users who had visited the site previously and showed a high interest in making a hotel booking but failed to convert. IgnitionOne adjusted the display messaging based on each user's location, and specific interests, to increase relevancy and drive a higher click-to-conversion ratio.

Behind the scenes, IgnitionOne tracked the specific elements of the campaign that drove revenue and actions. IgnitionOne's Digital Marketing Suite ensured that the conversions were being accurately attributed to each channel and tactic and that conversions were deduped so that no media spend was wasted on double payment for a conversion.

RESULTS

By managing both search and display campaigns within IgnitionOne's Digital Marketing Suite, all campaign KPIs improved.

Overall Campaign Performance:

- Bookings increased **63%**
- Revenue grew **106%**
- Clicks up **110%**
- CTR of **240%**