

Hilton Cape Rey



Before & After Results

Hilton Cape Rey

Fundamental Issues Addressed By Target River

- * Hotel was overly dependent on Hilton Edge and OTA's to drive hotel demand.
- * Costs per acquisition were too high.
- * Hotel desired to increase demand, ADR and sales of resort amenities for higher average transaction sizes.



	Before	After
Cost Per Click	\$5 to \$6	\$2.5
Est. Cost Per Reservation	\$25 to \$45	\$9.5
ROAS	4:1	11:1
Traffic	2,000 clicks	6,000 clicks
Reservation Calls		Increased by +350 calls/ month

Strategies Deployed

TargetCall – A system which generates inbound calls from travel intenders to predetermined, recordable reservation phone lines.

TargetContact – A system that generates web reservations on landing pages with rotating specials.

- We worked with hotel to optimize campaigns and maximize the return on ad spend against their monthly budgets.
- We tuned ads to match internal capacity of staff.
- We tuned ads to maximize quality of traffic to hotel.

Brian Epperson

619.571.7379

brian@targetriver.com

