

Hotel Welcomes Low-Cost Conversions With Get Above The Fold

Overview

A hotel in a popular destination area was looking to build brand awareness among its target audience and increase its number of hotel visitors. It enlisted the help of Get Above The Fold to utilize Geo-Fencing technology and other tactics to track offline conversions and improve its overall advertising performance. The advertiser's goal was to achieve a low Cost Per Visit (CPV) and a high number of conversions.

Solution

The hotel identified several competitor hotel properties to reach frequent travelers. The Get Above The Fold team then developed a comprehensive strategy of Geo-Fencing with a Conversion Zone to target those locations and then measure offline conversions to the advertiser's hotel. The campaign also featured Search Retargeting at the keyword level and Category Contextual targeting. After the campaign launch, Get Above The Fold and our multivariate algorithms worked to maximize the campaign's performance by optimizing keywords, blocklisting certain domains, and adjusting impression capping to decrease the CPV.

Results

Get Above The Fold delivered 30 online-to-offline conversions (individuals who were served an ad and then visited the hotel), with a low CPV of \$32.86 and a CTR of 0.14%.

— Results —

30 Visits
Campaign Result

\$32.86 CPV
Campaign Result

Category
Travel & Tourism