



Challenge

Only 10% of Radisson Hotel's Web pages were visible in search engine results due to the dynamic nature of Radisson's Web site promotions.

Solution

Radisson worked closely with Marchex to create a Yahoo! Search Submit Pro six-month pilot program that included a visit cap.

Results

The pilot program was highly successful, hitting its visit cap every month, many times before the month was even half over-- resulting in a 1500% return on investment (ROI) for Radisson.

