



Hotel chain books more revenue with Marchex



TRAVEL
INDUSTRY

MARCHEX
SEARCH ANALYTICS

INCREASED
ROAS

A leading hotel brand saw a 50% lift in ROAS from their paid search campaigns with Marchex Search Analytics

Managing budget between multiple digital marketing programs for a large hotel brand with over 1,000 locations can be difficult, especially if you lack visibility into your return on ad spend. By measuring telesales from their paid search programs rather than just online bookings, our customer bridged the gap between their online and offline data with Marchex Search Analytics, which allowed them to optimize for both telesales and online bookings. As a result, our customer achieved over a 50 percent lift in their return on ad spend (ROAS).

Challenge

With their growing digital marketing budgets, our customer was looking for a way to measure the true ROI from all their digital marketing programs. Paid search was about 30% of their digital marketing budget, so this became a crucial measurement channel which required full visibility. Without understanding which keywords were driving phone sales, the customer was missing a way to properly optimize their bidding strategy and budget around the customer journey for online to off line outcomes.

THE RESULTS

- ◆ 50% lift in return on ad spend (ROAS)
- ◆ Increase in work productivity due to a less manual reporting process
- ◆ Full data transparency into their search and call data enabling a full view of their marketing ad spend

Solution

Marchex Search Analytics delivered keyword level attribution for calls and automatically pushed this data into the customer's bid-management platform. By having all of their data in one place, and understanding what was happening online, it helped shape what a prospect did offline. Our customer was able to manage their bidding strategies for clicks and calls. In addition to bridging the online and off line gap, Marchex helped improve work productivity with automated reporting, ultimately saving the customer time and money.

To learn more, visit [Marchex.com](https://marchex.com) or call 800.914.7872.