



Hotel chain books more revenue with Marchex



TRAVEL
INDUSTRY

MARCHEX
SEARCH ANALYTICS

INCREASED
ROAS

Large hotel brand with more than 1,000 locations runs multiple digital marketing campaigns to drive bookings to its locations.

Leading hotel brand achieved a 50% lift in ROAS from paid search campaigns with Marchex Search Analytics

Challenge

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

Solution

Marchex Search Analytics delivered keyword-level attribution for calls and automatically pushed this data into the brand's bid management platform.

RESULTS

50%↑

Lift in return on ad spend (ROAS)



Increased productivity due to automated reporting



Full transparency into search and call data provided visibility into marketing ad spend

By having all of the data in one place, and understanding what was happening online, the brand gained visibility into what a prospect did offline. The hotel chain was able to manage its bidding strategies for clicks and calls. In addition to bridging the online and offline gap, Marchex helped the brand improve work productivity with automated reporting, ultimately saving the brand time and money.

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