

Preferred Hotel Group drives brand awareness & 13.4x ROI with AdRoll

Preferred Hotel Group, comprising more than 650 properties in over 85 countries, is the leading resource for finding and booking experiences at the world's best independent hotels. With featured accommodations and new resorts launching around the world, Preferred Hotel Group was looking for ways to drive new audiences to its website and keep specific hotels top of mind as vacationers planned their trips.

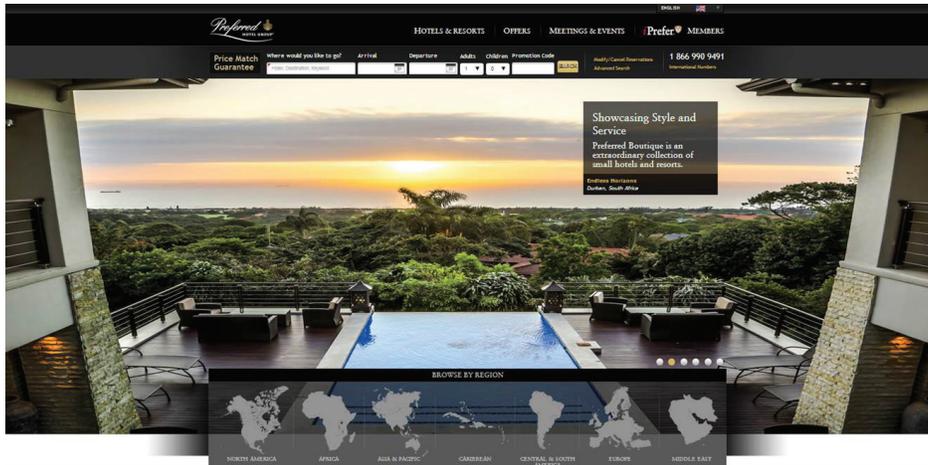


Results

13.4x ROI

11.20% CTC rate across general web

2.97% CTR for mobile advertising



Partnering with AdRoll, Preferred Hotel Group launched demand generation campaigns to reach prospective vacationers who hadn't yet heard about Preferred Hotels Group's destinations. These campaigns drove brand awareness and traffic to the website. Preferred Hotel Group also complemented the demand generation program with retargeting campaigns, engaging users throughout their vacation research process and offering promotions to drive bookings. Casey Ueberroth, Senior Vice President of Marketing for Preferred Hotel Group, comments, "AdRoll's campaign performance of 13.4x ROI is impressive. They've helped us attract new customers that weren't aware of our brands or our hotels, while improving our conversion rate and lowering our costs per booking."

Cross-platform, cross-device targeting in a multi-screen world

While potential customers spent time researching various destinations and running price comparisons, Preferred Hotel Group wanted to promote special offers for the locations customers were interested in visiting. The company noticed that prospective vacationers were using smartphones, tablets, and the web interchangeably, so its team worked with AdRoll to promote highly targeted ads across all devices.

With AdRoll's reporting, Preferred Hotel Group had visibility into which platforms and devices were driving higher conversions and could reallocate budget towards the higher-performing websites, devices, and operating systems. Ueberroth explains, "We know our customers are living in a multi-screen world, and engaging with us across multiple devices. We wanted to ensure that we were creating a seamless advertising and purchasing experience regardless of the device."

At a Glance

Industry: Travel

Location: Chicago, IL

Use Case: Increasing Sales, Cross-Device Advertising, Raising Brand Awareness, Demand Generation

Products Used: Site Retargeting, Mobile Retargeting, Site Targeting, Category/Topic Targeting

Favorite Roller: "Cindy has been a pleasure to work with at AdRoll. She's prompt and has been helping us come up with new strategies and ways to advertise to our customer base."