



PAID SEARCH MARKETING CASE STUDY REVAL HOTELS GROUP

OVERVIEW:

Reval Hotels is the biggest hotel chain in the Baltic countries. Consisting of ten first-class hotels Reval Hotels have three hotels in Tallinn, three hotels in Riga, two hotels in Vilnius –the capital of Lithuania – with another two located in the Lithuanian cities Kaunas and Klaipeda, and one newly opened hotel in St Petersburg, Russia. The Hotel Group is owned by the Norwegian company Linstow AS.

The Challenge:

- Low demand to the Baltics region due to the recession
- Weak occupancy, ADR, and RevPAR
- Tough competition and new entrants to all of Reval's markets.
- High cost of paid search and cost per click (CPC).



Strategy:

We studied the region by making several visits to the major Baltic cities and conducted market research drawing on the hotel management, Reval's competitors and other local resources. We also studied travellers' profiles looking at changing buying and travelling behaviours. Thanks to having worked with hotels in the Baltic region for the last four years and our extensive experience in the hospitality and travel industries elsewhere, our team quickly understood the core needs of this client and aligned the activities according to their needs and goals for return in mind.

In addition, our team:

- Reviewed competitors' online activities
- Analysed Reval's target markets and developed a unique strategy for each market
- Created an annual PPC activity plan
- Trained Reval's e-marketing team, so that they could support the campaigns once implemented

Alongside, this focused PPC effort, we continued supporting Reval's e-Marketing Management Team with strategic consulting on e-marketing, e-commerce, revenue management and e-business related fields.

Tactics:

- Studied each target market and target audience to make sure each campaign was tailored according to their needs
- Examined the website and optimised it to ensure the contents' relevancy; engaging visitor for longer
- Made extensive keyword research for each hotel, destination and local amenities (around 7,000 keywords used in the PPC campaigns)
- Implemented unique campaigns and ad groups for each destination and service (around 500 individual ad groups)
- Created new and optimised current landing pages to maximise return on investment
- Tested new campaigns and variations to optimise and keep the campaign up-to-date
- Executed a bidding strategy to reach the goals, increase the conversion and minimise the cost



- Used different combinations of keywords and phrases including exact, phrase and negative keyword variations
- Performed on-going campaign optimisation

RESULTS:

- Conversion rate increased by 20%
- Cost-per-booking decreased by 300%
- PPC Return on Investment (ROI) and return on ad spend (ROAS) increased by over 400%
- Number of sold packages increased by 35%
- Overall web revenue increased by 16%

The PPC campaigns drove highly qualified traffic, reached their target audiences, delivered high ROI and exceeded expectations. Reval's team were delighted with the results.

To learn more or to schedule a meeting with one of our experts, please contact us today via our Web site www.e-hotelservices.com or call us on +44 207 043 1892. We can help you improve your direct traffic and revenues from PPC, SEO, Social Media Marketing, and other e-Marketing activities.

POSTSCRIPT

On April 20th, 2010, management of Reval Hotels was given over to the Rezidor Hotel Group. All ten hotels within the Reval Hotels Group are to be rebranded either Radisson Blu or Park Inn. All hotel staff will be retained, though sales and marketing of the hotels will, during 2010, be taken over by the Rezidor headquarters in Brussels as the ten hotels make the transition to the Rezidor Group.

Our relationship with Reval Hotels has lasted for over four years and our services included PPC; search engine optimisation (SEO); e-commerce, e-merchandising, and strategic consulting; revenue management and e-marketing training; and Web site development.