

The Charles Hotel

CASE STUDY



Profile:

Luxury Hotel
Cambridge, Mass.
294 guest rooms
www.charleshotel.com

Solutions:

Pay-Per-Click Advertising
Search Marketing

Results:

Average of two million website impressions per month

2% of ads clicked generated reservations

28-to-1 return on investment from revenue generated by pay-per-click

Over \$150,000 in incremental revenue in the first three months

CHALLENGE

The Charles Hotel is a 294-room original luxury property combining New England design with sophisticated service in the heart of Harvard Square, just minutes from downtown Boston. The hotel sought to increase online revenue and profitability by driving consumer business direct to their property website. To accomplish this objective, The Charles Hotel needed a cost-effective and immediate search marketing solution.

SOLUTION

The Charles Hotel found an industry partner in TravelCLICK. TravelCLICK provided knowledgeable subject matter experts skilled in executing multi-channel marketing campaigns for hotels. Working with a TravelCLICK Internet Marketing Specialist, the hotel designed a dynamic pay-per-click campaign that attracted not only online consumers traveling to their market, but also consumers looking for a full service, up scale property with superior accommodations and customer service. The campaign included a strategic search marketing project that identified optimal search key words used by the hotel's target market.

RESULTS

After working with a local TravelCLICK representative to determine the appropriate media budget to obtain maximum results, The Charles Hotel launched a one-year pay-per-click campaign. Pay-per-click search marketing enabled The Charles Hotel to gain superior visibility on all search engines for relevant terms. This method of search marketing offered the hotel immediate results, in contrast to organic search engine optimization, which takes multiple months to improve search engine rankings. In the first three months, the hotel received an average of over two million impressions from all major search engines and the websites they serve, combined. Over two percent of all ads clicked resulted in a reservation, elevating the hotel's return on investment to 28:1 and securing over \$150,000 in incremental revenue in the first three months. The Charles Hotel looks forward to even greater results in the months to come as they continually refine their search marketing strategy as well as maintain a guaranteed "best available rate" on their website.



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