

CASE STUDY

Performance Marketing

CLIENT:  **HILTON**
WORLDWIDE

SECTOR: HOSPITALITY

BACKGROUND STORY

With the rise in popularity and usage of Online Travel Agency (OTA) websites such as Booking.com and Expedia, hotels are being forced to pay commissions on room bookings confirmed through the OTA channels. To drive greater direct, non-commissionable bookings, Nexa created and executed direct booking campaigns for Hilton Worldwide

OBJECTIVES

Promotion of a Seasonal campaign promotion for portfolio of GCC properties in 2018. The key objective was to generate website traffic at greater than average click through rates for the industry. Campaigns were run on Facebook, Instagram and various display and programmatic ad networks.

CHALLENGES

Each city's target audience was unique in online behaviour and preferences so multiple campaigns and demographic personalisation was required.

SOLUTIONS

Localised creatives blending Hilton brand guidelines and promotion with target audience personality

RESULTS

- 3** Month Campaign
- 102,872** Clicks Generated to Website
- \$0.10** Cost per Click to Website
- \$800,000+** Revenue Generated from Direct Bookings