

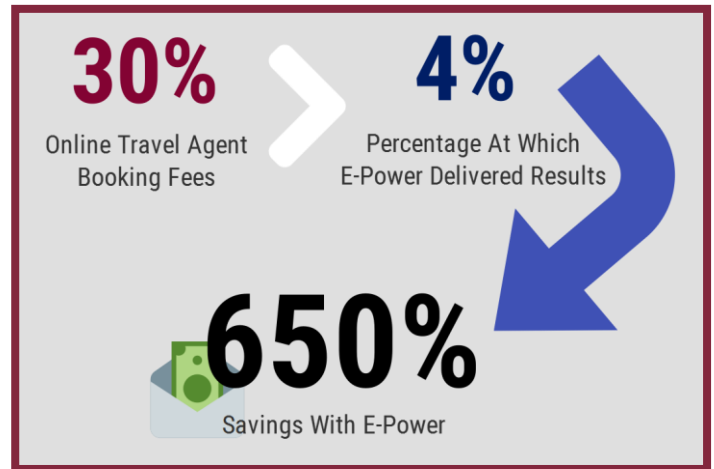
Client Success Story



The Client:

Anaheim Majestic Garden Hotel is located near Disneyland in Anaheim, California. They are a Disneyland Good Neighbor Hotel and create vacation packages to target Disney visitors.

Majestic was going through a brand overhaul and were looking to increase awareness by building their email list. They also were looking for more heads in beds.



What We Did:

Being tasked to increase results quickly we developed a fluid advertising program that was multifaceted. To increase their email list we did a contest promotion through Paid Search, Programmatic/Display Advertising, Remarketing and Social Advertising. These same avenues were used to increase heads in beds.

We also reclaimed and set up all new local listings and optimized their new website for search. To track results e-commerce and event tracking were set up.

How Did It Work?:

- We delivered **245% more** contest entries than their original goal of 5,800
- These contest entries came in at **176% less** than their desired \$3.15
- Majestic's average Online Travel Agent booking fee is 30% of total booking cost. E-Power's Online Advertising program delivers direct bookings at **4%** of total booking cost.
- That 4% is **650% lower** than OTA fees.

