

The Client

RingPartner worked with a leading international hotel chain that represents a global lodging industry worth just over \$490 billion in 2016 and with a projected valuation of \$553 billion by 2018.



The Problem

The hospitality industry is highly competitive, with success based largely on fluctuating consumer demand. Because people seeking hotel accommodations now have so many options, and these are often viewed en masse with online comparison tools, it can be incredibly difficult for any one brand to stand out and directly drive bookings as a result of traditional digital advertising methods.

But effective Pay Per Call marketing campaigns drive inbound calls to a business in real time by targeting the right audience via optimized channels and messaging. These conversations enable brands to retain a competitive edge with consumers by making personal connections that frequently convert to sales. Looking to tap into this power of performance marketing, the leading international hotel chain turned to RingPartner to create a one-month campaign capable of garnering highly-quality leads that could increase occupancy rates.

The Solution

RingPartner devised a program which targeted people looking to book a hotel room throughout the U.S. by utilizing its proprietary optimization and qualification tools to ensure only well-qualified leads were delivered.

The Results

TEST DURATION

1 Month

AVERAGE CALL LENGTH

3 Minutes

CONVERSION RATE DURING TEST

58.04%

CURRENT CONVERSION RATE

72%

During a four-week period, **nearly 60% of the inbound consumer calls driven by the campaign were qualified Pay Per Call conversions** with the average call lasting about 3 minutes. After learning how to leverage Pay Per Call best practices, **that leading international hotel chain now enjoys a 72% conversion rate.**

The Insights

The digital environment only enhances competition within the lodging industry due to its ability to present a seemingly endless array of choices to the average consumer. By working with a performance marketing partner that can accurately pinpoint interested parties with optimized Pay Per Call technology, hotels can bypass ineffective digital marketing methods unable to truly showcase a brand. This ensures they are connecting with the best possible prospects during personalized inbound phone conversations that build deeper connections with customers, ultimately leading to more conversions.