



## Hotel Branding Services

Independent hotels need to be strategic with their branding budget. They face an uphill battle when trying to develop a brand their customers can recognize. OTAs commoditize your value and large hotel groups drown out your message with large brand marketing budgets. At Cybba, we use a highly targeted, cross-channel approach to reach the best audience and drive new users to your hotel site.

### Media Channel

#### Display

Top of funnel initiative that increases brand awareness. One in 5 users exposed to a display ad do a brand search.

##### Sample Segments:

- Travel Enthusiasts
- Business Travelers
- Users booking airfares
- Users in market for specific # of nights
- Propriety Data Partnerships, e.g. Telecharge, Theaterland, SmarterTravel

Performance Metrics  
Impressions, CTR

**.12%** Average CTR

#### Paid Social

Reach audiences where they are spending their time using Facebook's First Party data.

##### Sample Segments:

- Frequent Travelers
- Hotels
- Hotels.com
- Conquering Large Hotel Chains
- Propriety Data Partnerships, e.g. Telecharge, Theaterland, SmarterTravel

Performance Metrics  
Impressions, CTR, Engagement

**1%** Average CTR

### Targeting Strategies



#### Interest

Reach users who show interest in traveling or have booked airfare to your locations in the past



#### Intent

Target users whose behaviors indicate they are intending to travel or book a hotel in your city



#### Contextual

Place ads next to content relevant to your business through branded terms, competitor terms, intent terms



#### Geotargeting

Serve ads to your target markets cities or zip codes

ANNUAL SALE  
**30% Off + 2x Points**

BOOK BY OCT. 22 >

Boutique Hotel Group maximizes brand awareness with targeted campaign strategies.

## The Challenge

A leading independent boutique hotel group, operating more than 50 properties, is committed to creating meaningful experiences for guests. While the group is recognized for their inspiring design and detail, it wanted to establish and amplify its brand to stand out in an industry dominated by large hotel chains with larger marketing budgets. The boutique group was looking for a way to be targeted and efficient in their brand building.

## Campaign Objectives

The boutique group was not new to marketing as they have established unique design-led hotels across major cities, beachside resorts, mountain getaways and popular international destinations that inspire curiosity and a sense of adventure. They wanted to complement their programs with more targeted digital strategies that would yield a higher ROAS and reach their ideal traveler profile.

## The Solution

Cybba built a display campaign using a variety of targeting strategies to obtain optimal reach. The first step was to establish performance goals and then develop the right content to reach the right buyers at the right time. 2nd party data segments were accessed with a PMP deal for quality “in market” audience insights. The campaign resulted in creating maximum brand awareness for the boutique hotel group.

Performance by Sample 2<sup>nd</sup> Party Data Segments



## Campaign Results

Cybba's display prospecting strategy exceeded the CTR targets by 40%, exceeding industry benchmarks.

0.21%

Average CTR  
(exceeding industry  
average by 40%)

15%

Better performance  
(A/B test of 2  
promotional strategies)



To find out more, please contact us at (857) 284-7000 or [marketing@cybba.com](mailto:marketing@cybba.com)  
Boston | Phoenix | Toronto | Hong Kong | Shanghai | Buenos Aires | São Paulo | [cybba.com](http://cybba.com)  
©2019 Cybba Inc. All rights reserved. Cybba and the Cybba marks are trademarks of Cybba, Inc.