

Our client, a collection of seven luxury properties, partnered with Utopiads to maximize direct bookings by increasing brand visibility, enhancing booking performance, and reducing dependency on third-party distribution channels



Solutions

- Centralized campaign management across all seven properties
- Optimized bidding and budget allocation toward high-converting regions
- Integrated booking engine tracking for full-funnel attribution
- Customized ad experiences to promote direct-booking benefits

Strategy / Approach

- Built targeted Search and Display campaigns focused on driving direct website bookings
- Leveraged high-intent keywords (e.g. "luxury hotel [location] direct booking")
- Deployed remarketing across Google and Meta to re-engage site visitors
- Set up conversion-tracking for bookings and revenue attribution
- Tailored ad creatives and messaging to highlight exclusive direct-book perks

Conclusion

By aligning targeted media, tracking infrastructure, and targeted messaging, the hotel group achieved a breakthrough in direct-booking performance. The coordinated campaign structure enabled the brand to scale efficiently while retaining full booking attribution—unlocking sustainable growth and profitability.

Challenges

- Low direct booking volume, high dependency on OTAs
- Lack of precise tracking for booking performance
- Difficulty scaling campaigns across multiple property locations

21x
ROAS

8,168
New Bookings from Site

\$618
Avg Booking Value

\$32
Avg Cost-Per-Booking

\$5M+
Revenue Generated