

Case Study: LeMéri dien

MERIDIEN

aloft

FOUR
POINTS

WESTIN

THE LUXURY
COLLECTION

W
HOTELS

Sheraton

ST REGIS

element

starwood
Hotels and
Resorts

THE CHALLENGE

With over 1,175 hotels and resorts across the world, Starwood Hotels and Resorts Group is one of the top 10 worldwide hotel groups. Amongst their many well-known brands is Le Méridien, a culturally refined atmosphere and a luxurious stay. Their Hong Kong location is situated in Cyberport, Hong Kong, providing a haven for cutting-edge technology with beautiful South China Sea views.

The Multichannel team was tasked by Le Méridien Cyberport to help with creating a marketing campaign dedicated to not only maximizing reservations at the hotel restaurant,

but ultimately increasing room bookings at the hotel. The target market, therefore, were couples who were looking to spend a romantic evening at a high end restaurant.

With Chinese New Year being right around the corner, the campaign needed to be specifically focused in order to break through the hustle and bustle of traditional celebrations with the romanticizing aura of Valentine's Day. The Multichannel team knew they realistically had less than two weeks to execute and promote the offer.

THE MULTICHANNEL APPROACH:

The Multichannel team knew they had to apply their skills and talents with haste in order to maximize the efficacy of the campaign. The Multichannel approach included analyzing the situation within the context of the target customer, in order to craft a game-winning strategy.

A dedicated landing page was created and digital ads were used to promote the site; through the use of the proprietary Multichannel platform, the Multichannel team was able to apply their creative direction to numerous distribution channels and successfully reach the target market. Furthermore, a dedicated account manager was appointed to the campaign to ensure even higher level of synergy and efficiency between the Le Méridien and the Multichannel team.

Le MERIDIEN CYBERPORT

The speed and quality of the Multichannel team is nothing short of impressive. Within a short period of time, they put together a campaign and it generated many reservation for our Starwood property

Stephane Masse
General Manager
Hong Kong



Case Study: LeMériidien

Results

The surface level goal was to maximize reservations at the hotel restaurant, with the ultimate end goal of increasing room bookings for the luxury hotel.

The Multichannel team overachieved their goal and expectations, successfully placing bookings for over 100 room nights. With such a short lead-time to create the campaign, as well as a limited advertising budget, tangible results were created, ensuring a successful revenue generating campaign and a satisfied client.

Multichannel Case Study: Multiplaz



CASE STUDY

By preventing click fraud and misleading spends, Multiplaz Co. saved 20% on their annual advertising budget.

THE CHALLENGE

In order to promote their products, Multiplaz actively uses display network advertising which accounts for a significant portion of their annual spend. However, the effectiveness of display network advertising was significantly lower than their search advertising. Multiplaz has not been able to figure out the reason why their advertising campaign was ineffective and more importantly, how to improve it.

The CEO of Multiplaz, Patricia Lewis-Hansen, decided to start working with Multichannel, specifying that changes in the company's advertising campaign can only be made in display networks, bids, keywords and placements - while other areas of the campaign will remain as before.

THE SOLUTION

In order to find solutions, Multichannel received access to their North American advertising campaigns, which showed display network campaigns on Google AdWords. Integration efficiency tracking was carried out on both the Multichannel and Multiplaz side through AdWords and Analytics accounts. Because of the restrictions set by the client, only the Multichannel module "Improvements" was used. This module aims to identify losses and search for possible solutions.

It also allows you to fully monitor the effectiveness of the company's advertising campaigns in display networks, which is achieved through the use of both external methods of tracking (UTM-tags) and internal (integration of AdWords and Analytics). This solution allows you to track the effectiveness from all sides: campaigns, keywords, ads and many more, all while allowing you to keep track of each placement individually.

Multichannel Case Study: Multiplaz

Results

Within the first week alone, the Multichannel module “Improvements” has identified 12 different placements where the average efficiency was:

OVERALL THESE PLACEMENTS HAVE GENERATED ZERO SALES.

AVERAGE TIME
ON SITE:

7SEC.

BOUNCE
RATE:

97%

CTR
OF ADS:

3%

AVERAGE DISPLAY
CTR WAS:

0.5%

\$4,301
PER WEEK
IN LOSS

\$17,207
PER MONTH
IN LOSS

\$206,495
PER YEAR
IN LOSS