ADARA MIDDLE EAST HOTEL CASE STUDY: MAJOR INTERNATIONAL HOTEL CHAIN

Objectives

Drive bookings to specific hotel properties in Dubai

Achieve efficient Cost per Acquisition that results in significant positive ROI

Target

Confirmed worldwide fliers to Dubai

Using first party real-time data from 175+ travel brands including airline, OTA, GDS, & Metasearch partners

Retargeting for brand site visitors

Campaign Strategy

Standard display

Exclusive ADARA Onsite Placements on airline and hotel Metasearch sites

Results: Delivered 12:1 ROI, exceeding goal by 3x, and .15% CTR