

HeBS Digital

Key to more reservations

HeBS digital**HeBS Digital**New York, New York
www.hebsdigital.com**BRIGHT EDGE****BrightEdge**www.brightedge.com**Results**

- Increased target keyword ROI by 44%
- Achieved 120% lift in conversion
- Raised online room bookings by 63%
- Consolidated web traffic, conversion, and keyword campaign analysis to a single platform
- Gained real-time, side-by-side visibility into campaign performance and alternative scenarios

HeBS Digital uses Adobe® Digital Marketing Suite and BrightEdge technology to increase Loews Hotels' online reservations by 63%, increase conversions by 120%, and lift keyword ROI by 44%

Today's traveler is savvier, thriftier, and smarter than ever. Researching and booking travel online has replaced telephone reservations and calls to travel agencies. HeBS Digital, the industry leader in hotel digital marketing services and website design and direct online channel strategies, helps its clients navigate the new travel market and attract loyal customers by providing real-time insight into search engine optimization (SEO), search engine marketing (SEM) campaign performance, and web analytics resulting in a more intuitive, high-impact online experience using Adobe Digital Marketing Suite.

Creating profitable online strategies can be difficult to come by in hospitality, where the cost of online marketing continues to climb, yet many hotel budgets have reached a plateau. At the same time, hoteliers must compete with high-powered, online travel websites possessing multimillion-dollar budgets. Seasonality and events-driven gatherings make quick and informed action a competitive imperative. Additionally, the explosion in social media and smartphones has added new dimensions for marketers that require new skills.

To stay ahead of the curve, HeBS Digital uses Adobe Digital Marketing Suite in tandem with technology from BrightEdge, a global leader in enterprise SEO that helps more than 2,000 of the world's largest brands in over 60 countries. Integration between Adobe solutions and the BrightEdge S3 platform harness the power of analytics on big data to drive revenue from web sites, search engines, and social media in a measurable, predictable way.

"Without the right understanding of how digital channels work, individual hotels are working at a significant disadvantage in today's complex and hypercompetitive marketplace," says Jason Price, executive vice president for HeBS Digital. "Using Adobe Digital Marketing Suite and BrightEdge S3 SEO, we help clients dive into their data to understand what it means and help them better strategize ways to engage new audiences, boost revenues, and continually optimize campaigns and websites."

A complete picture

Since its inception more than a decade ago, HeBS Digital has fueled substantial growth for the more than 1,500 properties it serves by developing highly engaging, locally targeted strategies for a range of large brands, hotel ownership and management groups, hotel marketing companies, casinos, convention and visitors bureaus, and boutique hotels. Among its most high-profile success stories is Loews Hotels, a premier luxury hotel group in North America that boasts exclusive, resort-style facilities in 16 cities across the United States and Canada.

Loews partnered with HeBS Digital to manage its paid and organic search marketing to maximize online room bookings. In the past, the hotel chain tried to manage its SEM and SEO campaigns individually. The process was time consuming and inefficient, especially given the limited visibility marketers had into the day-to-day performance of both programs. With Adobe Digital Marketing Suite, HeBS Digital has a comprehensive, integrated platform for managing search marketing campaigns and the ability to produce rich, real-time analytics to help optimize search campaigns for greater returns.

Adobe Digital Marketing Suite gives HeBS Digital marketers real-time insight into SEM and SEO performance. The firm can leverage the data to adjust ad spend across campaigns to maximize conversions and ROI.



Challenge

- Optimize paid and organic search campaigns
- Increase traffic and conversions for online hotel reservations
- Provide deeper, more immediate insight into online marketing campaign performance to maximize return on investment

Solution

- Leverage Adobe Digital Marketing Suite to provide real-time web traffic and keyword campaign performance reports
- Collect paid and organic impression, click, revenue, and rank data for critical terms
- Integrate Adobe solutions with existing SEO platform to optimize campaign and conversion performance across multiple applications.

Systems at a glance

Adobe Digital Marketing Suite. Components used include:

- Adobe SiteCatalyst™
- Adobe SearchCenter +
- Adobe Genesis™

BrightEdge SEO Platform

By integrating BrightEdge S3 into the HeBS Digital SEO platform with Adobe Digital Marketing Suite solutions, the agency gains unprecedented side-by-side insight into SEO, SEM, and web analytics for a 360-degree view of Loews' marketing initiatives. The extensibility of the Adobe solution enabled HeBS Digital to seamlessly integrate real-time analytics for site traffic, conversions, and paid data with organic data; provide visibility across Google, Yahoo, Bing, and Baidu, in more than 40 countries; and automate data collection, targeting, and bid rule management to streamline SEO-SEM optimization. "Managing paid and organic keyword search programs together is critical since these programs interact with each other and influence each other's conversion rates," says Price. "With Adobe Digital Marketing Suite we can analyze combined SEM and SEO portfolios, optimize bids across the integrated portfolio to maximize total revenue, and report on our successes at any time."

Adobe Digital Marketing Suite solutions used by HeBS Digital

Solution name	Solution type
Adobe SiteCatalyst	Provides marketers with actionable, real-time data about online campaigns
Adobe SearchCenter +	Delivers an integrated platform to simplify search marketing campaigns, incorporate bid rules, and help HeBS Digital achieve increased ROAS for clients
Adobe Genesis	Automates the integration of digital marketing tools—applications, data, and processes—into a single location

Aligning objectives

Using Adobe solutions, HeBS Digital created a unique six-step process for maximizing search campaign conversions and traffic. Adobe Digital Marketing Suite enables HeBS Digital marketers to focus on specific target sites and keyword campaigns. Marketers choose a single domain and set of keywords and generate reports on demand to assess the impact of bidding strategies before rolling out the strategy to other web properties.

From a single platform, HeBS Digital marketers can identify top-ranking SEO keywords that also have high corresponding SEM ad spend and watch onscreen in real time the impact of modifying bids to lower levels. "Reducing SEM bids by as much as 50% can free up additional resources for other campaigns without adversely affecting top performers," Price says. "Adobe Digital Marketing Suite enables us to understand the impact of reallocating marketing resources before we make a move."

"Using Adobe Digital Marketing Suite and BrightEdge S3 SEO, we help clients dive into their data to understand what it means and help them better strategize ways to engage new audiences, boost revenues, and continually optimize campaigns and websites."

Jason Price
Executive vice president, HeBS Digital

With continuous monitoring and analysis, marketers can confirm the impact on total conversions and revenue resulting from changing SEM bid rules and repeat the process for all integrated keyword portfolios, across sites and domains. Once keyword campaigns are optimized, marketers can watch for emerging website traffic trends, increases in conversions, and conduct customer pathway analysis to further refine campaigns to be more relevant and drive higher conversion.

"By combining the comprehensive search engine coverage and global support, marketers can easily align organic search traffic data with other key business metrics," Price says. For Loews Hotels, the results have been impressive. According to Price, "Since implementing Adobe Digital Marketing Suite to manage paid and organic search together, we've grown revenue from online room bookings by 63%, increased conversions by 120%, and lifted ROI by 44% for targeted keywords."

For more information
[www.adobe.com/solutions/
digital-marketing](http://www.adobe.com/solutions/digital-marketing)



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

© 2012 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

Adobe, the Adobe logo, Adobe Genesis, and Adobe SiteCatalyst are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. BrightEdge is trademark of BrightEdge Technologies, Inc. All other trademarks are the property of their respective owners.

91071173 5/12