

# Case Study: Cyber Monday Campaign

Generate Brand Awareness

Increase Revenue & Occupancy During Slow Season

Target Leisure Travelers

## Background:

A multi-property boutique hotel company in New York City expressed interest in targeting leisure travelers during the fall to drive bookings for the company's traditional slow season – the first quarter of the year. After previously attempting to execute marketing campaigns on a more individual basis, the six New York City boutique hotels in the collection wanted to launch a more efficient multi-channel campaign to generate recognition and awareness at the brand level.

## Marketing Objectives & Goals:

- Increase revenue and occupancy for the six properties during the slow winter months
- Generate brand awareness and recognition for the six properties

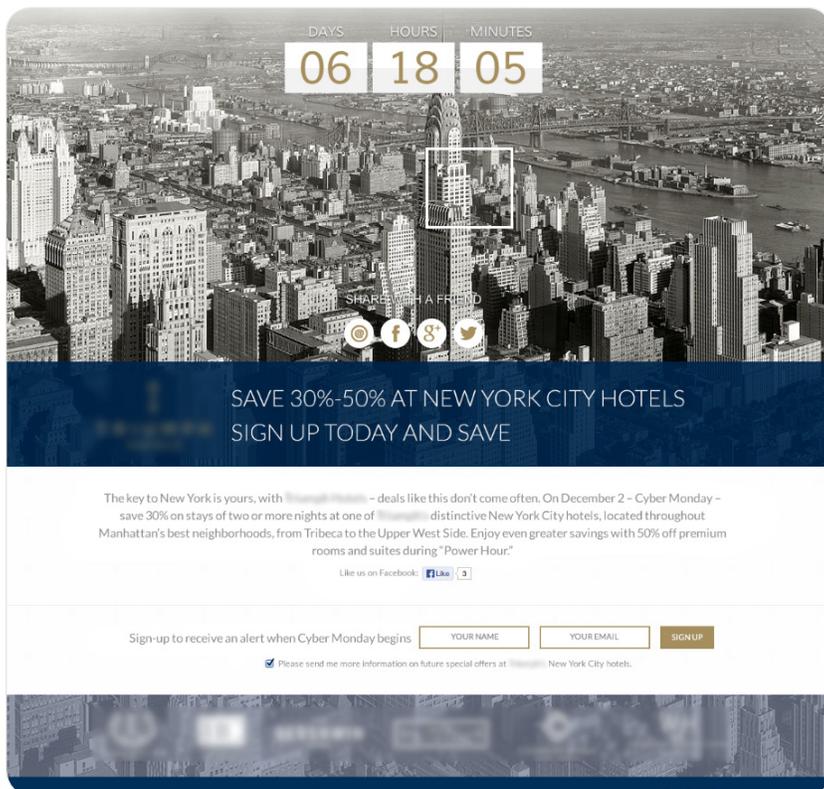
## Action Plan:

In 2012, online shoppers spent \$1.47 billion on Cyber Monday, making it the largest online spending day ever. With that in mind, HeBS Digital recommended the hotel company launch a multi-channel Cyber Monday campaign to bolster the brand's performance and carry it through its traditional slow period.

HeBS Digital worked hand-in-hand with the hotel company to launch this multi-channel campaign, which revolved around a special limited-time offer, running from November 25th through December 2nd, 2013. The campaign utilized eye-catching creative and clever, brand-forward messaging such as "Unlock the Savings" and "The Key to New York is Yours" to showcase the special offer and the hotels' unique selling points.

A minisite provided promotional support and seamless functionality, allowing guests to quickly learn more about the hotel company and book online securely. HeBS Digital used its hospitality industry expertise to evaluate the brand-level and property-by-property goals and promote the campaign via the appropriate channels – including online media, email marketing, search engine marketing, social media, an online consumer deal alert, promotional slides, and the custom minisite.

## Cyber Monday Mini-Site



## Results

### Revenue

\$260,623 - 77% Increase YOY

### Bookings

51% Increase YOY

### ROAS

3,171%

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## Home Page Promo Message

**BOOK NOW**

Unlock Savings with Hotels' Cyber Monday Sale!

**Thompson Hotels**

Unlock the best of New York City, from polished Midtown luxury to chic Downtown style, each of **Thompson Hotels** six boutique hotels delivers a unique experience, inspired by the personality of its neighborhood and its rich history. Learn more about our carefully curated collection of hotels when our site launches soon.

Stay connected with **Thompson Hotels**  
Sign up for email updates:

Your email  **SIGN UP**

## Banners

**THE KEY TO THE BEST OF NEW YORK CITY**

**CYBER MONDAY UNLOCK THE SAVINGS**

**READ MORE**

## Emailers

### Pre-Sale

**LEARN MORE**

**Thompson Hotels** the Key to the City – Save 30%-50% on Cyber Monday

Unlock New York City with **Thompson Hotels**. On December 2nd – Cyber Monday – save 30% on stays of 2 or more nights at one of **Thompson Hotels** six distinctive NYC hotels, valid through March 2014. Enjoy even greater savings with 50% off premium rooms and suites during "Power Hour" from 1 p.m. - 2 p.m. EST. **Thompson Hotels Cyber Monday Sale** is the perfect way to explore New York City's best neighborhoods.

### Power Hour

**LEARN MORE**

**'Power Hour' Starts Now Book Now for Cyber Monday Savings of up to 50%**

Unlock New York City with **Thompson Hotels** **'Power Hour'!** Until 2 p.m. EST, enjoy savings of up to 50% off premium rooms and suites on stays of 2 or more nights at **Thompson Hotels**. Book one of **Thompson Hotels** six distinctive NYC hotels during our **Cyber Monday Sale** for savings all day long.

### Live Campaign

**BOOK NOW**

**Book Now for Cyber Monday Savings of 30%-50%**

Unlock New York City with **Thompson Hotels** Today only – Cyber Monday – save 30% on stays of 2 or more nights at one of **Thompson Hotels** six distinctive NYC hotels, valid through March 2014. Enjoy even greater savings with 50% off premium rooms and suites during "Power Hour" from 1 p.m. - 2 p.m. EST. **Thompson Hotels Cyber Monday Sale** is the easiest way to explore New York City's best neighborhoods.