

CASE STUDY 1: DIRECT CHANNELS & SOCIAL MEDIA

We have a proven track record of driving market-leading results for our hotel clients and allocate advertising budget to ensure the highest possible ROI. Below is a snapshot of our results across a range of direct booking digital channels for one of our high-profile clients.

Summary of results (3 month period)

Includes Direct, SEO, PPC, Organic Social, Paid Social + Cross-network

Metric	Month 1	Month 2	Month 3
Total cost	£4,628	£4,548	£4,422
Total revenue	£20,744	£21,697	£38,716
ROI	448%	477%	876%

Total revenue breakdown, Direct channels and Social Media

