

## A National Hotel Chain Harnesses the Power of Pay Per Click Marketing

### SITUATION:

- GCommerce was engaged to create and manage the pay-per-click (PPC) campaigns of 650+ hotels

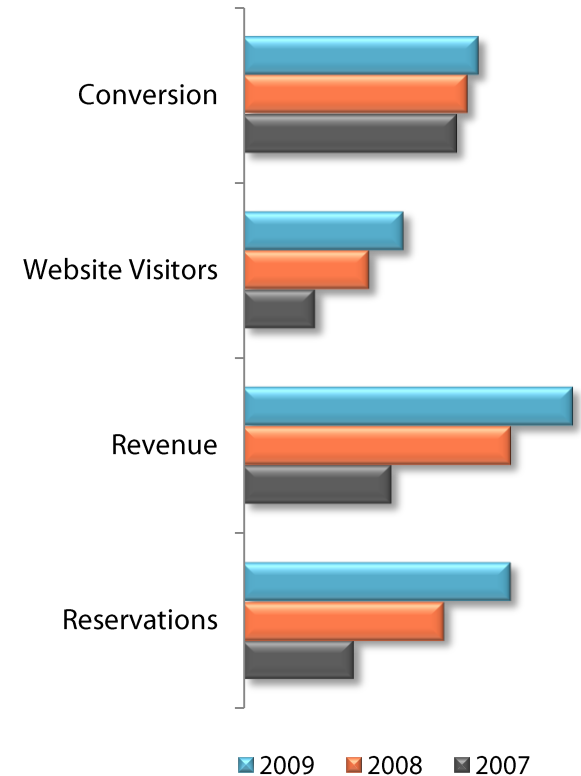
### WHAT DID WE DO?

- Gcommerce conducted keyword research to expose viable market share terms as well as negative keywords
- Gcommerce implemented domestic and Canadian Google campaigns
  - 15-20 ad groups
  - Each ad group contains 25 keyword variations
  - Each campaign has between 450 and 600 total keyword variations
- GCommerce continually monitored and honed campaigns to maximize performance

### RESULTS:

- Overall brand wide campaign's ROI: 320%
- Website Revenue has increased: 123%
- Reservations have increased: 142%
- Website traffic has increased: 123%

ADWORDS  
QUALIFIED  
COMPANY  
Google



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### **Why Was gCommerce Hired?**

This hotel chain asked GCommerce Solutions to create an effective paid search program for the fastest growing hotel franchise in the United States. The goal was clear: This hotel chain was looking for a way to efficiently capture an online market, and it needed to be a with an internet marketing firm that had a history of exceeding their client's expectations.

The initial expectation was to create a good return on investment and bring more exposure to the brand and their membership base. In the end, the results surpassed the expectation.

### **What gCommerce Did**

Over the last two years the brand campaign has thrived due to the continued collaboration between the client and GCommerce. Since this collaboration began, the annual brand website revenue has tripled.

In order to create and implement these campaigns, the GCommerce Search Engine Marketing Team calls on each member's personal expertise. Each task and modification made was performed by an actual human being that understands and can execute paid search marketing's best practices. The success of the client campaigns is directly correlated to the fact that these campaigns have been and continue to be individually created, implemented, and managed on a day-to-day basis.

### **Results**

*In 2009 alone, the results have been outstanding:*

- The overall brand wide campaign's 2009 ROI has improved 149% since we began working with them in 2007.
- Website Revenue has increased 123% year over year
- Reservations have increased 142%
- Website traffic has increased 123%

