

Hotel Emma excels
visibility goals with 96%
search impression share &
a \$44:1 ROAS

METASEARCH



gcommerce × metadesk

Goals

Hotel Emma holds rich history since 1894 and has been a San Antonio landmark ever since. The blend of historical elements with modern references and finely balanced tension between past and future make it the perfect place for a luxury and intelligent stay.

In an increasing luxury hotel market, standing out while maintaining direct relationships with guests can be a significant challenge. Like many independent properties, Hotel Emma faced the fact that OTAs dominate market share. Their approach was to maintain visibility for their brand, which required a strategic approach to ensure the hotel remained top of search results for new and returning guests.

In response to these challenges, Hotel Emma set ambitious goals to increase brand visibility and secure more direct bookings. By leveraging metasearch, the hotel aimed to achieve at least a 90% search impression share and ensure it consistently ranked at the top of relevant searches.



Results

Hotel Emma initially faced challenges with its metasearch campaigns, including technical complexities and strategic budget allocation. Starting with a **96% search impression share** across Google and Tripadvisor, the team restructured their approach by segmenting campaigns into two channels—one targeting Google and the other Tripadvisor. They then implemented consistent bid adjustments based on length of stay, check-in dates, and days until arrival. This allowed for tailored optimizations and a granular use for efficient budget allocation.

The results were remarkable. The Google campaign achieved a **95%** search impression share, while Tripadvisor reached an outstanding **99%**. These efforts drove **340% increase** in direct bookings and exceeded return expectations with a **44:1 ROAS**—far surpassing the original goal of 10:1. This success underscored the value of a focused, granular campaign strategy in elevating visibility and driving direct bookings.

Success metrics

FEB 2024 - DEC 2024

96% IMPRESSION SHARE

44:1 ROAS

340% BOOKINGS



GCommerce Solutions

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Thank you for
reading

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