

Choice Hotels boosts bookings with Google Hotel Ads bid solutions



With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International, Inc. represents brands including Comfort, Sleep Inn, and Econo Lodge. Rockville, Maryland, United States • www.choicehotels.com



About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2018 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The challenge

- With more than 550,000 rooms around the globe, Choice Hotels International needed to focus its marketing efforts and drive bookings to low occupancy hotels with the help of Google Hotel Ads.
- The company also wanted to better account for shifts in availability and focus its marketing efforts in areas that matter most.

The approach

- By utilizing Google's granular bid levers to increase visibility for low-occupancy hotels, Choice was able to reach travelers that were most likely to book, optimize efficiency, and scale the campaign.

Partnering with Koddi

- Choice Hotels partnered with Koddi, a marketing technology provider for advertisers in the travel industry, to implement an innovative marketing strategy that factored occupancy data in real-time.
- Koddi's software processed daily availability data and adjusted bidding strategies in Hotel Ads accordingly.

The results

- Properties at lower occupancy rates received more aggressive bids, which led to more traffic and greatly benefited Choice's value brands: Rodeway and Sleep Inn.
- By leveraging occupancy data, Choice grew its traffic, bookings, and revenue while improving its return.

“Thanks to Google Hotel Ads and Koddi, we have been able to reach new customers and drive bookings where and when they matter most to better support our entire portfolio of properties.”

—Chris Burgess, Senior Director at Choice Hotels

75%

Lift in bookings

93%

incremental revenue increase

17%

improvement in ad spend return on investment (ROI)

