

CASE STUDY

HEBS DIGITAL BOOSTS CONVERSIONS BY 55% WITH RESERVATION RECOVERY PACKAGE

BACKGROUND

A boutique, luxury hotel in New York City worked with HeBS Digital to launch a suite of Reservation Recovery products to increase conversions on the website.

GOALS

- Recover bookings from guests “checking prices” and then abandoning the booking process.
- Increase direct bookings without the use of discounting.

APPROACH

HeBS Digital executed the Reservation Recovery package including,

- Reservation Abandonment Banners
- SMART Rate Promo Tiles
- Reservation Recovery Emails
- Reservation Reminder Emails

RESULTS

1,169%

ROI

55%

INCREASE IN CONVERSIONS

Recover abandoned bookings and significantly increase conversion rates.

Approximately 1/3 of website visitors initiate a room booking and only 5% of those complete the booking.

A boutique, luxury hotel in New York City was experiencing typical booking abandonment rates on their website. HeBS Digital recommended implementing a strategy to help recover these abandoned bookings and increase the conversion rate on their website. The property also wanted to compete for the booking with the OTAs who were heavily bidding on the property’s brand name terms, raising advertising costs for Meta Search and SEM / Paid Search campaigns.

The property worked with HeBS Digital to launch a suite of Reservation Recovery products to steer website visitors to complete a booking on the hotel website. By using the four HeBS Digital products simultaneously, we are able to reach the abandoned booker and effectively incentivize them to complete their booking.

The property implemented:

- **Reservation Abandonment Banners**, a pop-under banner enticing users to return to the booking after exiting the process.
- **SMART Rate Promo Tiles**, showing real time rates and availability.
- **Reservation Recovery Emails**, a branded email sent to the user who entered their email address during the process.
- **Reservation Reminder Emails**, an email sent to the user who requested a reminder from the booking widget.

Since launch, the property’s online conversion rate has increased by 55%! In total, Reservation Recovery accounts for 20% of the hotel’s overall revenue.

