

CASE STUDY

CYBER MONDAY CAMPAIGN GENERATES AWARENESS AND BOOKINGS FOR INTERNATIONAL CLIENT

ABOUT THE CLIENT

Semi-inclusive sister resorts located in Playa del Carmen; Mahekal re-opened in December 2014 after a \$10 million renovation; Las Palapas is closing in April 2015 to undergo similar renovations and will reopen as an extension of Mahekal in late 2015.

GOALS

- Generate Brand Awareness
- Generate Awareness Regarding Renovations
- Increase Revenue & Occupancy During Slow Season
- Increase Email Opt-In List

APPROACH

- Interactive Application:
 - Pre-Sale: Nov 24th – 27th
 - Live Sale: Nov 28th – Dec 5th
- Email & Social Marketing
- SEM & Display Marketing
- Online Travel Consumer Deal Alert
- Homepage Promo Slides
- TripAdvisor Special Offers

RESULTS

\$125,953

TOTAL REVENUE

1,891%

RETURN ON AD SPEND

3,035

UNIQUE CUSTOMER ENGAGEMENTS

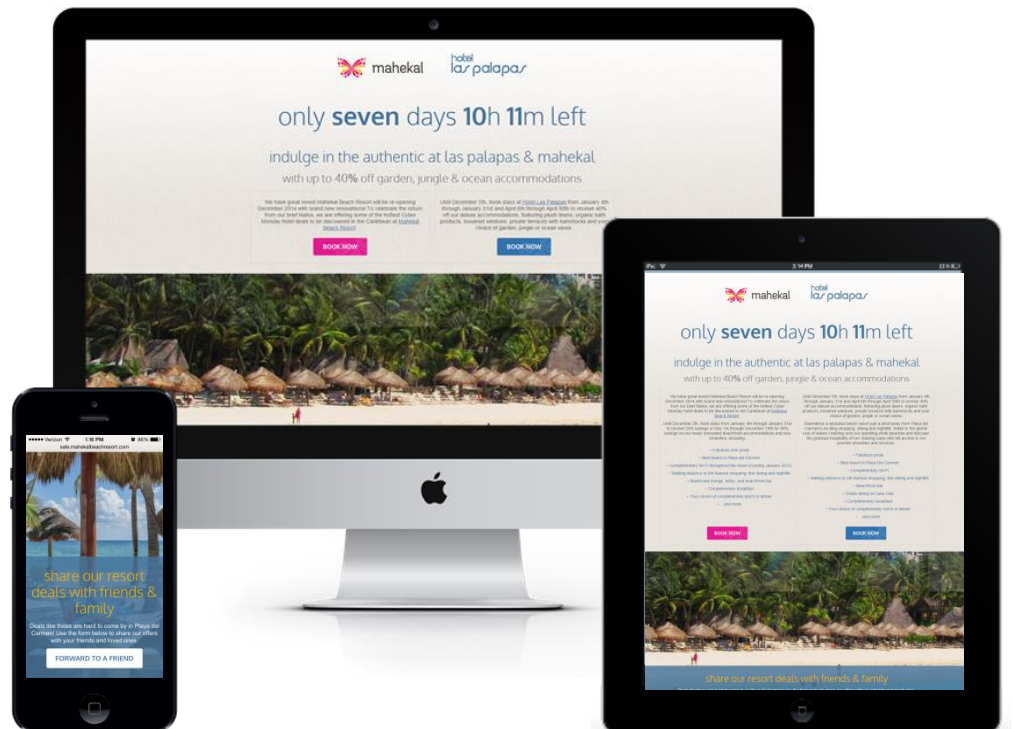
Sister resorts in Playa del Carmen launched a multi-channel Cyber Monday Campaign to boost revenue

Sister resorts in Playa del Carmen, Mexico, Mahekal Beach Resort and Hotel Las Palapas will be merging in late 2015. Since overall business strategies for the two often overlap, the Cyber Monday campaign ran for both properties.

For Mahekal, the main goals of the campaign were to generate brand awareness (the property re-branded in 2009), announce the resort’s reopening post-renovations, and generate revenue throughout 2015. The Mahekal sale offered 25% off stays in January and 40% off stays in May-December 2015. As Las Palapas is closing at the end of April, the main goal was to generate revenue during the January shoulder season and in April before the property closes for the 2nd and 3rd quarter of 2015. The Las Palapas sale offered 40% off stays in January and April 2015.

The campaign featured property-specific initiatives (such as display, search engine, and social marketing, homepage promo slides and TripAdvisor Special Offers) and dual-initiatives (Limited Time Offer Interactive App and email marketing to the combined distribution list).

Offering strong discounts within a large travel window, the campaign produced exceptional results. It generated \$125,953 in revenue from 81 bookings for 623 nights across both properties. Average length of stay was 7.69 nights with an ADR of \$202. In addition to generating revenue, the campaign succeeded in generating awareness with 3,035 site visits and 95 new email sign ups.



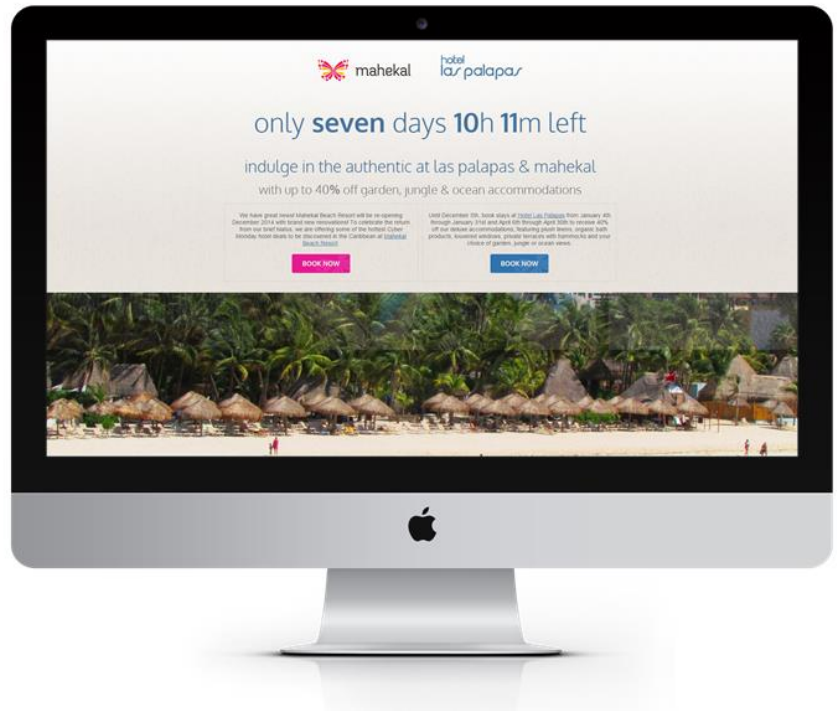
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CYBER MONDAY MULTI-CHANNEL CAMPAIGN

DESKTOP

Incorporating both properties onto one Interactive Application presented a unique design challenge. Both properties required their own logo, description, call to action, site links, and social icons. Utilizing one image and neutral colors tied the site together. The desktop site featured:

- Prominent logo display to encourage brand recognition & awareness
- Countdown functionality to motivate viewers to book
- Direct links to the booking engine
- Send to a Friend Functionality
- Social Share Icons



TABLET & MOBILE

The Interactive Application incorporated the same features across all devices but presented the content in formats optimized for the three screens.

