

Luxury Suites & Serviced Apartments Group

Hotel & Hospitality · Google Ads, Performance Max, Meta Retargeting, Booking CRO

- Rebuilt the direct booking funnel so the group could win reservations it was previously renting from online travel agents at commission.
- Ran Search, Performance Max and Meta retargeting against a streamlined reservation flow with clearer trust signals and fewer steps to confirm.
- Added premium suite upsells, extended-stay offers and post-stay email remarketing to lift booking value and bring guests back directly.

+118%

Direct bookings in six months

-31%

Reliance on online travel agents

4.2x

Blended ROAS across Google and Meta

+84%

Direct booking revenue, year over year

WHAT MOVED

2.3% → 5.1%

Booking conversion rate

+23%

Average booking value

-33%

Cost per booking

+26%

Repeat guest bookings

Luxury Suites & Serviced Apartments Group

Hotel and hospitality | Direct-booking acquisition and conversion

PROJECT OVERVIEW

We helped a luxury suites and serviced apartments group increase direct reservations and reduce reliance on online travel agents. The engagement combined Google Search, Performance Max, Meta retargeting, booking-funnel CRO and lifecycle offers. The commercial focus was not simply more traffic, but a larger share of bookings and repeat revenue owned directly by the hospitality group.

THE CHALLENGE

Online travel agents were capturing reservations at commission, while the direct booking flow contained unnecessary friction. The group needed stronger trust, a clearer path to confirmation and a paid media system that could reach high-intent guests without recreating the same dependency through advertising costs.

OUR APPROACH

We rebuilt the direct reservation journey with clearer trust signals and fewer steps to confirm. Search, Performance Max and Meta retargeting were coordinated around that improved experience. Premium suite upsells and extended-stay offers were introduced to increase booking value, while post-stay email remarketing supported direct repeat visits. Our role included paid acquisition, retargeting, booking-funnel analysis, conversion optimization, offer strategy and lifecycle remarketing. Media and CRO were managed together so campaign growth translated into reservations the business could own.

BUSINESS IMPACT

Direct bookings increased 118% in six months and direct booking revenue grew 84% year over year. Reliance on online travel agents decreased 31%, while blended ROAS across Google and Meta reached 4.2x. Booking conversion improved from 2.3% to 5.1%, cost per booking fell 33% and average booking value increased 23%. Repeat guest bookings also increased 26%, reinforcing the lasting commercial value of owning both the initial reservation and the post-stay relationship over time.

VERIFIED OUTCOMES

+118%

Direct bookings

-31%

OTA reliance

4.2x

Blended ROAS

+84%

Direct booking revenue

THE GROWTH SYSTEM WE IMPROVED

01 Win high-intent guests

02 Simplify direct booking

03 Increase value and repeat stays

WHAT WE DELIVERED

Google Search | Performance Max | Meta retargeting | Booking CRO | Upsells | Post-stay email

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.