

# How We Helped a Renowned All-Inclusive Hotel and Casino Attract More Guests

A well-known all-inclusive hotel and casino in Punta Cana came to us because their visitor numbers were down. The hotel needed our help to attract guests to stay at their resort. They had a healthy budget and a goal of \$100 cost per acquisition.

One week after the campaign launch, we analyzed all the gathered data. We then optimized our approach by reallocating the budget to the most effective strategies, developing new strategies based on our insights, and discontinuing the strategies that were not performing well.

**Our efforts far exceeded the client's expectations, with the resort achieving a CPA of \$85.95.** As a result, Orange 142 was awarded additional campaigns for their resorts in Cancun, Riviera Maya, and Puerto Vallarta.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » **Behavioral Segments:** We used behavioral segments to target users whose online behavior indicated that they were planning a vacation.
- » **Lookalike Modeling:** Using the hotels current customer database, we were able to create a lookalike model of similar customers.
- » **Re-targeting Strategy:** We re-targeted customers who visited the site but didn't book a room.
- » **Expedia PMP:** We locked in a PMP deal with Expedia and TripAdvisor to get access to their premium inventory.
- » **Website Whitelisting:** We whitelisted sites that indexed highly for all inclusive travelers.
- » **Contextual Targeting:** Our goal was to deliver ads to users based on certain travel-related content they were actively consuming online.

### OPTIMIZATIONS

- » **Behavioral:** We added an additional segment targeting people who stay at all-inclusive resorts.
- » **Traffic Reporting:** We added foot traffic reporting so we could track ad exposure to hotel visitation.
- » **Lookalike:** The lookalike targeting campaign performed exceptionally well, prompting us to increase budget allocation towards it.
- » **Adaptive Re-targeting:** We increased bids and budget as the re-targeting pool expanded, using adaptive segments to exclude users who had already been engaged.
- » **Contextual Targeting:** Due to its strong performance, we increased spend in this area as the campaign progressed.

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