

# NEW ACCOUNT LAUNCH

Revenue Increases by 432% in one month's time



**WYNDHAM**  
HOTELS AND  
RESORTS

“Wyndham Hotels & Resorts is a long time partner of Range Online Media, so shifting management of our search initiatives for Hawthorn Suites to Range Online Media could not have been a better decision. To see the amazing month-over-month results and unparalleled personalized attention further validates this opinion.”

Angela Pierce,  
Marketing Manager

## SUMMARY

Hawthorn Suites is a member of the Wyndham Worldwide family of brands. Since the creation of Wyndham Worldwide in 2006, one of the largest hospitality brands in the world, the partnership between Wyndham and Range Online Media has grown significantly to encompass brands other than Wyndham Hotels and Resorts. Beginning in Jan 2009, Range Online Media began management of Hawthorn Suite's initiatives.

## CHALLENGE

Hawthorn challenged Range Online Media to improve ROI, lower the cost per booking, launch a strong non-brand campaign to bring in new business and strengthen the company's positioning as an extended stay hotel brand.

## STRATEGY

Range Online Media rebuilt and organized the existing campaigns instead of creating new campaigns whenever possible in order to preserve campaign history so that an initial performance decline was not seen. The entire account was methodically built out and optimized:

- » Keywords - Number of keywords in the account was increased by 844%
- » Ads - Ad mix optimized according to Range best practices and keyword insert used to match an ad's headline to the search query thus maximizing click through rate
- » Bids - Managed bids based on conversion rate
- » Landing Pages - Focusing heavily on granular landing pages rather than strictly on property level pages, Range Online Media incorporated a tiered landing page structure to ensure total coverage from national, state, metroplex and city levels
- » Negative Keywords - Added over 635 negative keywords so that Hawthorne Suite's ads only showed up for the most relevant search queries

## RESULTS

- » **In one month's time, revenue increased 432%**
- » **Bookings increased 252%**, despite a mere 44% increase in spend
- » **Return on ad spend (ROAS) increased 271%** from a 3.92 to a 14.54
- » **Cost per booking improved 59%**

**R A N G E**

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