

Princess Hotels captures more demand at a time of instability using smart bidding on Google Ads



Princess Hotels & Resorts is a hotel chain specialising in holiday and urban hotels located in Punta Cana, Riviera Maya, Canary Islands and Barcelona.

Reus, Tarragona España • princess-hotels.com



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The challenge

At a time when demand is unstable and every moment counts, Princess Hotels wanted to increase sales volume through paid search campaigns, while maintaining good levels of acquisition cost and ROI.

The approach

Implementing smart bidding strategies to capture demand with higher purchase intent. Being more relevant, identifying those audiences with the greatest potential for impact on the business.

Partnering with Mirai Digital Marketing

Princess Hotels & Resorts, Caribbean division, in partnering with Mirai and Google team, implemented smart bidding strategies to paid search campaigns with the aim to capture more demand.

Working parameters were clear. We had to manage to increase the conversion volume and maintaining an adequate acquisition cost. We knew it could have an impact on visibility, but what we really did was to leave out purchase intention.

We achieved it by applying an specific CPA for each Resort and main feeder markets, knowing that properties and markets perform differently.

The results

We've learnt a lot from this process. By activating smart bidding strategies with a fine tuned target CPA, has clearly improved results. And we have been able to identify new opportunities to grow while maintaining still worthy levels of ROAS.

“Together with Mirai, as of today we have an improved data process that allows us to optimize our investment and it makes easier for us to identify opportunities and increase conversion with a an adjusted CPA according to the Resort.”

—Pere Jordi Estivill, Head of Digital Marketing & Web (Caribbean)

