

TRAFFICTEK

Hotel Group Grosses \$16 for every \$1 Spent with TrafficTek

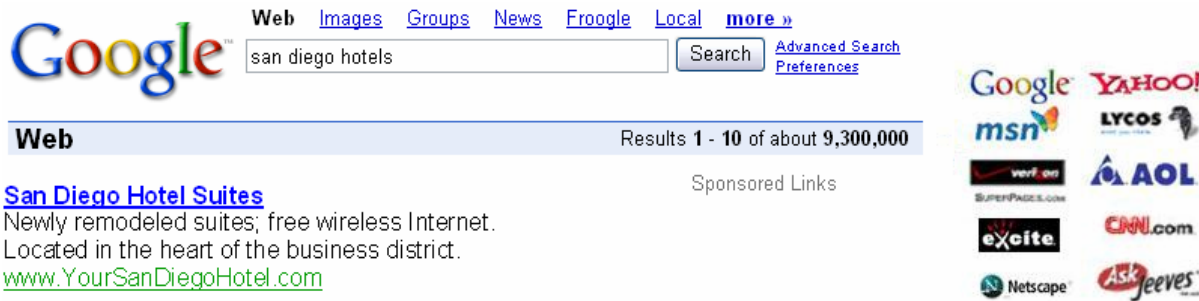
The Advertiser

The advertiser used in this case study is a multi-franchise hotel group with locations throughout the US.

"The results are impressive... Several hotels have seen levels of results that make very compelling arguments to increase funding for this room night delivery channel." - Senior Vice President, Marketing and Sales

The Problem

Millions of Americans visit search engines to make travel arrangements and this hotel group's properties were not displayed well on Google, Yahoo, MSN, AOL and other prominent search engines. They were primarily showing up on travel web sites where they are displayed along side their competitors, and were paying a hefty commission on all reservations. The hotel group wanted to advertise their hotel properties directly on the search engines to catch their consumers at the point where they begin to look for hotels, reducing costs and increasing exposure.



The Solution

Because Google, Yahoo, AOL, MSN and other prominent search engines have become the first place people look for information online, TrafficTek placed the 26 hotel properties in front of people looking for hotel information on those sites. For example, TrafficTek bid on the keywords "San Diego Hotels", "Sacramento Lodging", and "Ft. Lauderdale Accommodations", as well as hundreds more in order to match their hotel properties to people searching for lodging in those areas. TrafficTek, most importantly, tracked phone calls, e-mails, forms, and online reservations that resulted from the advertisement in an easy to read report so the hotel group could calculate ROI.

The Result

After the pilot, the hotel group reported that their advertisement through TrafficTek generated **\$81,503 in room reservation revenue**. With an advertising spend under **\$5,000**, they received a **return of 16-to-1 on each advertising dollar** and **generated a reported 280 reservations**. The following are samples from 3 of the 26 properties advertised:

San Diego Hotel		Sacramento Hotel		Ft. Lauderdale Hotel	
Advertising Dollars Spent	\$140.24	Advertising Dollars Spent	\$187.40	Advertising Dollars Spent	\$255.41
# of Visits to Web site	502	# of Visits to Web site	886	# of Visits to Web site	2542
Cost Per Site Visit	\$0.28	Cost Per Site Visit	\$0.21	Cost Per Site Visit	\$0.10
# of Reservation Inquiries	36	# of Reservation Inquiries	70	# of Reservation Inquiries	291
Reported Phone Reservations	8	Reported Phone Reservations	8	Reported Phone Reservations	15
Online Reservations	4	Online Reservations	22	Online Reservations	36
Total Reservations	12	Total Reservations	31	Total Reservations	51
Cost Per Reservation	\$11.69	Cost Per Reservation	\$6.05	Cost Per Reservation	\$5.00

For additional information, please contact:

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