


ROW NYC wins more direct bookings with AdWords.

Google Partner Travel Tripper uses real-time AdWords campaigns to give independent hotel ROW NYC an advantage over competing OTA ads and help them to maximize ROAS and conversion rates.



 **28:1**
ROAS

 **68%**
boost in conversion rate over static ads

 Delivered high-quality ready-to-buy leads

Goals

- Maximize profit margins by directing more sales to ROW NYC's website and away from commission-based online travel agencies (OTAs).
- Use real-time booking info within Google Ads to send more qualified, ready-to-buy traffic to the website.
- Improve conversion rates and lower the cost of acquisition per guest.

"With real-time ads, we see a leap in returns and a reduction in wasted spend."

-Kunal Patel, Director of Revenue Management, ROW NYC

Results

- Travel Tripper paired proprietary data from ROW NYC's RezTrip booking engine with AdWords ad customizers to provide travelers with real-time data about the hotel like room scarcity, popularity, and price to entice guests to click their ad over OTA ads.
- The real-time ads boosted ready-to-buy traffic to ROW NYC's website and increased ROAS by 95% compared to traditional static campaigns.
- Conversion rates on Travel Tripper's real-time ads rose to 10.65%, resulting in significant growth of ROW NYC's direct bookings versus commission-based OTAs, as well as revenue.