



AUSTRALIA PPC

In the first 6 months of 2009, Pay per click advertising drives over \$800.000 (USD) of incremental revenue for TravelCLICK's Australian hotel customers.



KEY RESULTS

- 1 **\$800,000 Incremental Revenue**
- 2 **9:1 Average Return on ad spend (ROAS)**
- 3 **17% Growth in Website bookings**

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“In the first six months of 2009, PPC has driven over \$800.000 in incremental revenue for our Australian hotel customers.”

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Jerome Wise

TravelCLICK - Vice President eCommerce

▶ THE TRAVELCLICK SOLUTION

Pay per click advertising (PPC) on search engines is one of the most effective methods to drive incremental revenue and reduce hotel's overall cost of sale.

TravelCLICK transformed the business of a selection of hotels throughout Australia by driving significant incremental revenue direct to the hotel's own website in an extremely cost effective manner.

▶ RESULTS

Hotels in Australia have seen significant results since working with TravelCLICK for Pay Per Click (PPC) Marketing

- Total incremental revenue of \$800.000 (USD)
- 9:1 average return on ad spend (for every dollar invested, our clients are receiving, on average, 9 Dollars back in incremental revenues)
- Pay Per Click Revenue accounted for an average contribution of 17% to total hotel revenue

Average ROAS of 9:1 for Australian Hotels

Data compared for case study January 2009 - June 2009

ABOUT TRAVELCLICK

TravelCLICK is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution includes market intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise.

More than 14,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo. Our digital marketing provides a powerful online presence via pay per click advertising, social marketing, search engine optimization, content management and web site development services.

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