



THE EVOLUTION OF PROGRAMMATIC ADVERTISING WITH

Stamford Hotels & Resorts



Cherry's expertise in programmatic advertising delivers an average
1,200% return on ad spend across Stamford's seasonal campaigns

THE BACKGROUND

Stamford Hotels & Resorts owns and operates a multi award-winning portfolio of luxury, high-end hotels and resorts in major cities and prime locations throughout Australia and New Zealand.

In 2009, Cherry Media was engaged to help Stamford remain relevant and engaging at a time when technologies and methods of communication had made finding hotels and booking a room chaotic and fragmented.

THE PROBLEM

The digital revolution had given rise to 'online hoteliers' such as Expedia and Hotels.com.

They became powerful players, and their agile marketing machines changed the game. The short-term result was a lack of brand differentiation, rising booking commissions and a reliance on the OTAs marketing machine and technology to fill rooms.

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We were briefed to develop and strengthen Stamford's online brand awareness for their seasonal campaigns across Easter, Winter and Summer. The ultimate goal was to bring more people to the Stamford website and convert them into new customer room bookings.

OUR SOLUTION

Cherry's secret to delivering consistent direct room revenue growth was to keep Stamford at the forefront of advertising technology.

As the digital advertising landscape evolved, so did our partnerships with publishers, technology vendors and the way we used their platforms to achieve brand scale and increased room revenue for Stamford.

Harnessing the power of programmatic

To maximise brand visibility across all demographics, we employed full-funnel programmatic advertising across web, social and email.

Using two complementary programmatic platforms, we utilised different channels and formats to align the strategy and convert customers more efficiently.



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Creatives that change behaviour

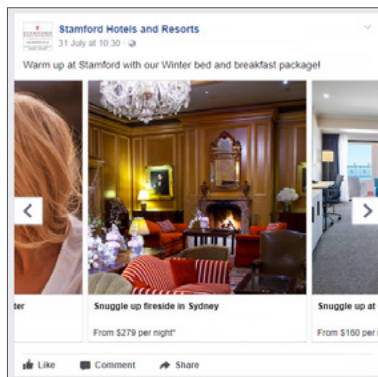
Creative assets were aligned to the different parts of Stamford's on site customer journey which included set-up of dynamic cart abandonment messaging.

Creative sequencing models were applied to ensure all new and returning visitors were targeted with a relevant message according to on site behaviour.

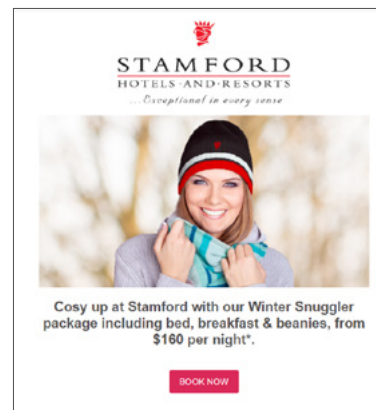
Rich Media Display Ads



Social Carousel Ad



Email Advertising



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Key campaign performance optimisations

To maintain a consistent lift in campaign performance, daily optimisations were applied to keep reducing the cost to acquire a new room booking.



Reservations by channel

Complete visibility of the channels that were driving higher engagement gave us confidence to shift more budget into areas that were more likely to increase conversion rates.



Top performing creative

Responding to the data behind creative performance allowed us to distribute more budget into top performing ads and pause those that were getting less engagement.



Content categories and sites

Greater visibility over the content and websites our audiences were engaging gave us the power and flexibility to adjust bid rates and win more impressions on these higher converting sites.



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STATE-OF-THE-ART REPORTING AND ANALYTICS

In 2016 we implemented an advanced analytics and reporting platform called **Adgility Oneview** to give Stamford better visibility and control over their entire digital campaign performance.

For Stamford, the impact of having all data flowing into a one 'single view' reporting platform was immediate. It made comparing channel performance easier and gave us a powerful edge to make faster, informed decisions and implement granular optimisations 'on the fly'.



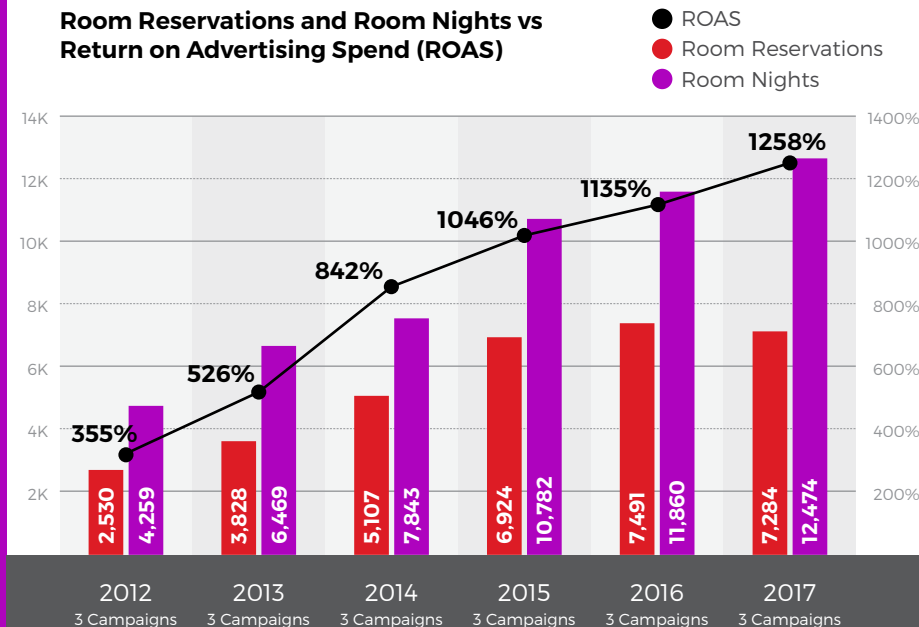
THE RESULTS

Through the evolution of digital marketing and the introduction of programmatic, we increased Stamford's return on ad spend (ROAS) from 355% to an average of 1,200%, representing 20%-25% of direct room revenue over seasonal campaigns.

STAMFORD ONLINE GROWTH (2012-2017)

ROAS Average
1,200%

Room Reservations and Room Nights vs Return on Advertising Spend (ROAS)



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Staying at the forefront of ad tech with Cherry will continue to place Stamford in the driver's seat for capitalising on direct room revenue growth.

The programmatic journey for Stamford will focus on leveraging more sophisticated audience data to keep personalising the customer journey, helping to win the battle against rising OTA commissions and keeping direct room revenue growth high.

“Our partnership with Cherry Media enabled us to re-engineer direct bookings through data-fuelled intelligence across a variety of digital publishing platforms and sources. Without a doubt, what Cherry does as a digital partner has helped Stamford stay ahead of the curve in the online space for our brand control and revenue growth.”

Terence Gore,
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