

“Rocket Fuel has proven time and time again that they know how to target the right audience with incredible precision and speed using the Rocket Fuel technology.”

**INDUSTRY**

Hotel &amp; Resort Properties

**PRODUCTS USED**

Hotel Casino Booster, Retargeting Booster

**ADVERTISER** One of the leading global hotel brands with over 400 locations in over 70 countries. Its first-class and full-service hotels deliver a vibrant and engaging experience characterized by a unique service philosophy.

**AGENCY** A full-service digital marketing company with offices in Europe, South America, and across the United States. This company brings a practical approach to their wide range of capabilities — digital and traditional marketing, emerging media, experience planning and creative, technical development and media planning and buying.

**OBJECTIVES** **Reach large numbers of in-market prospects to boost business travel bookings:**

- Drive hotel booking at a competitive cost-per-booking

**AUDIENCE** **Two distinct audience segments:**

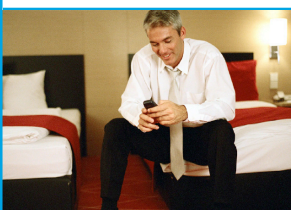
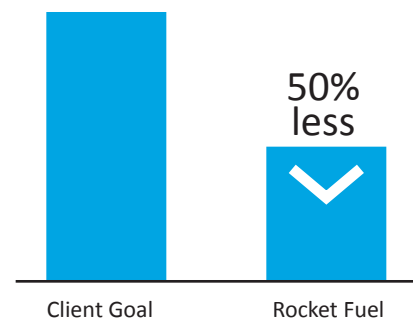
- Business travelers
- Business owners

**CAMPAIGN** Display media with targeting for behavioral, in-market buyer and purchase intent and bizographic data. Leveraged retargeting to bring back lost prospects wherever they were on the Web.

**RESULTS** **Top revenue driver & one of the top conversion rates:**

- Beat cost-per-booking goal by more than 50%

### Cost Per Booking



“Rocket Fuel is the top revenue driver for us and has one of the top conversion rates. We’re so happy with the results, that we decided to increase our budget with them.”