

“Rocket Fuel’s incredible targeting capabilities really hit the mark for us. They delivered far beyond our expectations.”

INDUSTRY

Hotels & Resort Properties

PRODUCTS USED

Audience Booster, Retargeting Booster

ADVERTISER A leading global developer of destination properties (integrated resorts) in the heart of the Las Vegas Strip. These hotels rank among the world’s best resort destinations and feature premium accommodations, world-class gaming and entertainment, shopping, nightlife, convention and exhibition facilities, celebrity chef restaurants, and many other amenities.

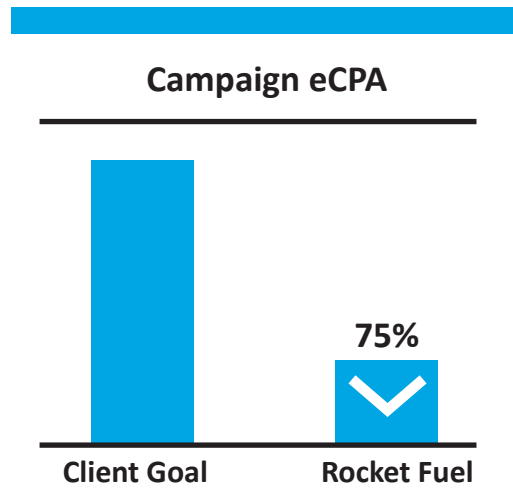
NEED Find a partner who can reach a large number of in-market prospects – primarily new ones – to boost hotel room bookings and improve cost per night reservations.

- OBJECTIVES**
- Drive hotel room reservations
 - Lift per night revenue by increasing the average length of stay

- AUDIENCE** Adults over 21-years-old in-market for hotel casinos
- **In-market** – saturday night stays, Las Vegas hotels, package deals
 - **Lifestyle** – Spa mavens, big spenders, biz travelers
 - **Behavior** – Past stay, brand conquering, site actions, browsing behaviors
 - **Geography** – Feeder & drive markets, specific DMAs

- CAMPAIGN** Display media with targeting tactics based on geographic, lifestyle, and in-market behavioral attributes
- Geo-based targeting
 - Competitive brand conquering
 - Audience look-alike targeting

- RESULTS**
- Exceeded client’s eCPA goals by 75%
 - Drove eCPA down over 10x while scaling bookings



“There’s so much competition in the Las Vegas hotel industry that it’s difficult to find effective ways to get in front of travelers. Rocket Fuel stood out by not only getting more of our rooms booked, but doing it in an extremely cost effective way.”