

HOSPITALITY CASE STUDY

Choice Hotels Gives Bookings A Boost

CLIENT CHALLENGE:**Standing Out In A Crowded Market**

- Multiple hotel options in every city
- Booking decisions often based on convenience
- Reaching customers in their moment of need

GOAL:**Make Frequent Travelers Feel At Home**

Choice Hotels wanted to increase their bookings by targeting and reaching frequent business travelers before their next trip.

SIMULMEDIA SOLUTION:**Data-Optimized Ad Delivery Leads To Long-Term Loyalty**

The Performance TV campaign was activated to maximize the target-audience reach, and then our viewing panel was matched with Choice's loyalty card data to determine the campaign's impact.

Our ultimate goal was to get more people to book on choicehotels.com. [Simulmedia] outperformed some of Choice's other traditional TV buys by as much as 20% or more in some cases.

ROBERT McDOWELL

Chief Commercial Officer, Choice Hotels

RESULTS:**More Travelers Made The Right Choice**

Simulmedia extended the campaign's unique reach by **11.5%** with just **18%** of the budget, which led to more bookings at a lower acquisition cost for Choice Hotels.

**Better Targeting. Better Results:****59.4%**higher conversion rate by
exposed viewers**66.7%**

lower cost per reach

**37.7%**lower cost per
incremental purchaser**CONTACT**

Email: info@simulmedia.com | www.simulmedia.com
401 Park Avenue South, 11th Fl. New York, NY. 10016