



CASE STUDY 1

Hotel A

- City Hotel
- Over 220 Rooms
- East Coast of The United States
- Participating in The Marketplace in 2021
- Joined 3 Last Minute Escapes Campaigns
- Participating in the I Prefer Member's Rate

Jan – Jun 2022

\$7,200 initial marketing investment

\$1.1M

REVENUE

152:1

ROI

\$335K

Halo Revenue

991

Bookings

\$356

Average Daily rate

Channel	% of Revenue
Hotel Website	60% (including Halo Revenue)
PreferredHotels.com	17%
GDS	15%
Voice	6%
PMS	1%

*Halo revenue reports on:

- Organic halo: when a guest visits preferredhotels.com first (organically, not directly via an ad) and then books one of the MKT rate codes on the hotel's direct website
- Ad-based halo: when a guest clicks on one of PHR digital ads and then books one of the MKT rate codes on the hotel's direct website. (cookies track bookings within 30 days of interacting with the advert)