Case study

Location	Hotel type	Rooms
Philippines	Hotel Management Company	1,557

44%
Increase in conversion rate

"Attract and convert together means more revenue at less cost! With Triptease, we continue to achieve better ARR (average room rate) and even more conversions on our hotel websites."

VP Revenue Management

Objectives	Solutions	Results
This group had traffic coming to their hotel websites but their conversion rate wasn't very high. They needed tools to help influence their website visitors and encourage them to book direct.	**Targeted Messages** allow the hotels to convert more customers by showing them personalized, targeted content and offers. **Price Check** communicates that the cheapest price is available direct on the hotel's website.	**$41k** **incremental revenue** generated by Targeted Messages
The group wanted to battle price undercutting and understand the sources of their rate disparities.	The **Parity Management** dashboard monitors disparities on OTAs and provides relevant information to help hotels take action.	**93%** **Decrease in undercut rate**
The group wanted to increase their meta traffic volumes and ROAS (return on ad spend) whilst reducing OTA costs.	**Triptease Meta** adjusts the bid for every guest depending on demographic and behavioural data, room availability data, parity data and CRS data.	**$75k** **Revenue generated** in one month with Triptease Meta.

Data recorded November 2018 - June 2019 (June 2019 for Triptease Meta)