Elixir Technologies Pvt. Ltd.
"We Develop Ideas"

Modern Hospitality
Boosts Room Bookings by 70%
with Elixir's Proven Expertise

Modern Hospitality

www.modernhospitality.in

Challenges From The Client's perspective:-

- **Booking Shortfall:** Modern Hospitality experienced lower-than-expected booking rates despite its high-quality services.
- **Limited Brand Awareness:** The hotel chain struggled to distinguish itself from competitors and achieve significant online visibility.
- **Seasonal Variability:** The hotel chain faced significant fluctuations in booking rates across different seasons.

The Approach:-

1. **Targeted Audience Analysis:**
- Identified target demographics and booking behavior for precise ad targeting.

2. **Enhanced Booking Experience:**
- Developed mobile-friendly, conversion-optimized booking pages with clear CTAs. Highlighted hotel amenities, guest testimonials, and local attractions.

3. **Comprehensive Ad Campaigns:**
- Launched targeted search, display, and remarketing ads to attract potential guests.
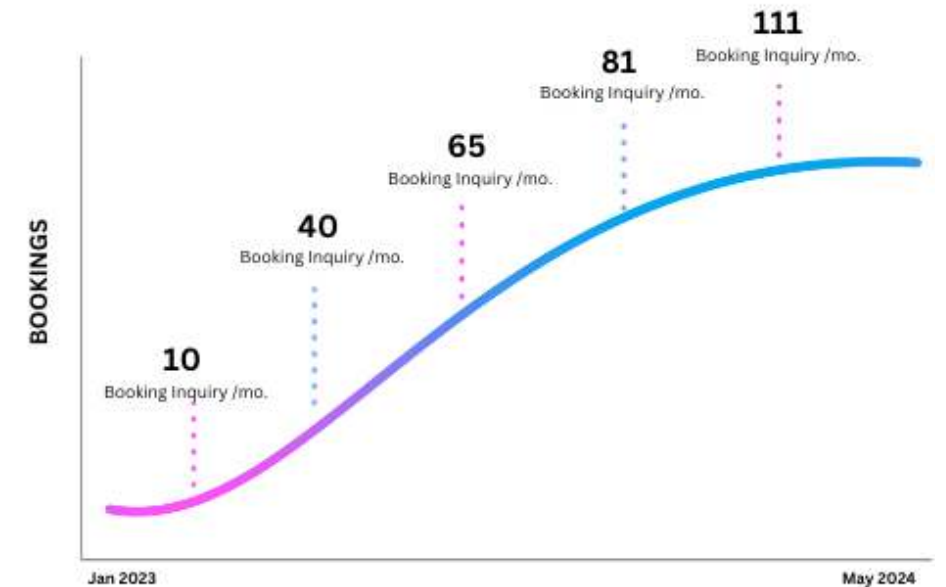
4. **Continuous Performance Optimization:**
- Monitored performance, conducted A/B testing, and made data-driven adjustments.

The Results:-

70% ↑
Increase Hotel Rooms Bookings

97% ↑
Increase Hotel visibility

40% ↓
Decrease Cost per Lead

BOOKINGS

- **10** Booking Inquiry /mo.
- **40** Booking Inquiry /mo.
- **65** Booking Inquiry /mo.
- **81** Booking Inquiry /mo.
- **111** Booking Inquiry /mo.

Jan 2023 — May 2024