



WARWICK

HOTELS AND RESORTS

TRIPTEASE

Triptease helped Warwick Hotels and Resorts grow their direct booking revenue from Google Hotel Ads, yielding a +35% increase for their NORAM properties on a flexible CPA basis.

[Warwick Hotels and Resorts](#) represents a collection of over 40 upscale properties spanning five continents.

[Triptease](#) is an award-winning direct booking platform for hotels that uses customer and pricing data to enable automated targeting and personalized experiences across the entire booking journey.

The challenge

Warwick's previous strategy was delivering low conversions on a costly CPC (cost per click) basis. As a result, they felt they were losing out on a significant amount of direct booking revenue from one of the most important available traffic acquisition channels.

The approach

Warwick wanted a partner who could deliver better performance on a more efficient and flexible billing model, so Triptease was an obvious choice. The Triptease platform uses customer and price data as well as automation to deliver +105% more revenue from Google Hotel Ads compared to other providers on a flexible CPA (cost per acquisition) basis. The platform's flagship bidding features, Parity Boost and Parity Blackout, ensure you are boosted in the meta auction when you have the best rate and are removed when you're being significantly undercut.

The results

Triptease helped transform Warwick's direct booking ecosystem by giving them increased visibility on Google Hotel Ads, delivering optimized bidding campaigns, and providing a flexible CPA solution that grew their total direct booking revenue from metasearch. With Triptease's help, Google Hotel Ads currently accounts for 15.62% of Warwick's total website revenue (May 2022).

“We've seen a major performance uplift from what we had from our previous bidding strategy, reaching around +35% for our NORAM properties. Triptease's unique technology and campaign management have made this possible. They've been a fantastic partner to collaborate with over the years as we have shared the same methodologies from the onset to increase our direct booking market share.”

– Alan Gonzalez, Group Director of e-Commerce and Distribution at Warwick Hotels and Resorts

+35%

Conversions and revenue for properties in the NORAM region

15.62%

Total website revenue from Google Hotel Ads (May 2022)