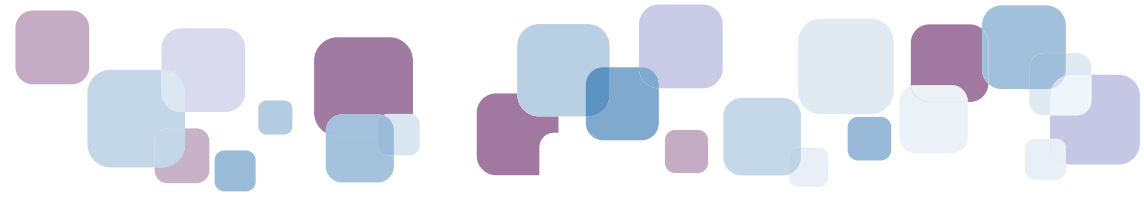


# Burst Direct Case Study



## Leading Hotel Chain Books on Behavioral Targeting

### BACKGROUND AND CAMPAIGN GOALS

In an effort to boost room occupancy across a variety of domestic U.S. properties, a leading international hotel chain turned to Burst Direct to steer web traffic towards its online booking engine. In addition, the chain at a minimum needed to attain a campaign cost per action (CPA) of under \$40.00.

### THE BURST DIRECT SOLUTION

To drive more traffic and simultaneously reduce CPA for the hotel chain, Burst Direct utilized its robust behavioral targeting technologies and data to retarget the client's customers and select the best ads to display. Its solution included:

- **Sequential targeting:** rendered hotel chain's creative in a specific sequence based on user clicks, visits, etc.
- **Creative retargeting:** marketed the hotel chain to users who had previous exposure to the web campaign outside of Burst Direct.
- **Remarketing:** Targeted users if they had previously visited the hotel chain's website.

### RESULTS

Over the seven week flight, Burst Direct drove traffic to the client's booking engine and reduced CPA from \$40.00 to \$6.95, representing an improvement by 476%. Burst also respectively grew click throughs and actions by 82% and 34%.

### CONTACT US

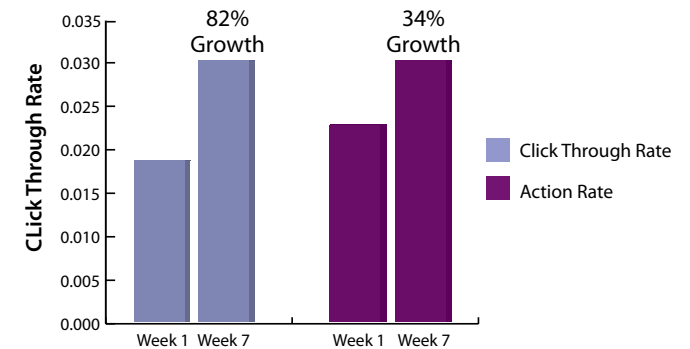
Put the power of Burst Direct's people behind your performance advertising.

To learn what we can do for you, contact us at [sales@burstdirect.com](mailto:sales@burstdirect.com) or 781-743-7701.

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### SUCCESS STORY: HOSPITALITY - HOTELS

#### More Click Throughs Lead to More Bookings



#### BURST DIRECT FAST FACTS

##### Hotel Chain Goals:

- Attain CPA of under \$40.00
- Increase web traffic to booking engine

##### Burst Results:

- Lowered CPA by 476% over seven weeks
- Grew clicks (up 82%) and actions (up 34%) over the same period