

IHG coordinates company's worldwide marketing with Google Hotel Ads



With nearly 5,200 hotels in almost 100 countries, InterContinental Hotels Group's (IHG) portfolio of brands includes InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, and Holiday Inn®. Denham, United Kingdom • www.ihgplc.com



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The challenge

- With its commitment to brand-wide empowerment, InterContinental Hotels Group wanted to find a way to scale its reach and coordinate its media investment efforts across the company.
- The company also wanted to create a cohesive marketing strategy across stakeholders.

The approach

- IHG leveraged Google Hotel Ads combined with Koddi's attribution solution to remove redundancy of efforts toward digital demand generation, and create a coordinated strategy across stakeholders.

Partnering with Koddi

- IHG partnered with Koddi, a software-as-a-service provider of marketing technology for advertisers in the travel industry, to onboard 690 of its properties to work in conjunction on digital demand generation efforts through Hotel Ads.

The results

- This approach removed redundancy by showing participants across the company how their marketing budget was directly contributing to each campaign, by matching every dollar to the traffic and bookings it produced.
- After testing this strategy with approximately 10% of its properties, IHG plans to expand the program across the entire company.

“Google Hotel Ads is one of the ways we engage with our customers in a more meaningful way, and the success of this program with Koddi has opened additional new revenue opportunities for us.”

—Chris Copp, Vice President, Paid Media at IHG

53%

Increase in traffic

70%

Lift in bookings

78%

Lift in revenue

