



# Starwood Hotels & Resorts achieves 20x increase in mobile paid search ROI with ad extensions

## Goals

- Increase bookings while maintaining high ROI
- Improve user experience on mobile
- Capture last-minute bookings

## Solution

- Implement click-to-call
- Use location extensions to provide users with maps and directions

## Results

- 20x increase in mobile paid search ROI
- Mobile booking growth of 20% month on month
- 200% increase in mobile traffic



## About Starwood Hotels & Resorts

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,071 properties in 100 countries and territories. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft® and Element SM. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).



## About Razorfish

Razorfish creates experiences that build businesses. As one of the largest interactive marketing and technology companies in the world, Razorfish helps its clients build better brands by delivering business results through customer experiences. Razorfish has offices in markets across the United States, and in Australia, Brazil, China, France, Germany, Japan, Spain, Singapore and the United Kingdom. Clients include Carnival Cruise Lines, MillerCoors, McDonald's and Starwood Hotels and Resorts. Visit [www.razorfish.com](http://www.razorfish.com) for more information.

## Embracing the Technically Savvy Guest

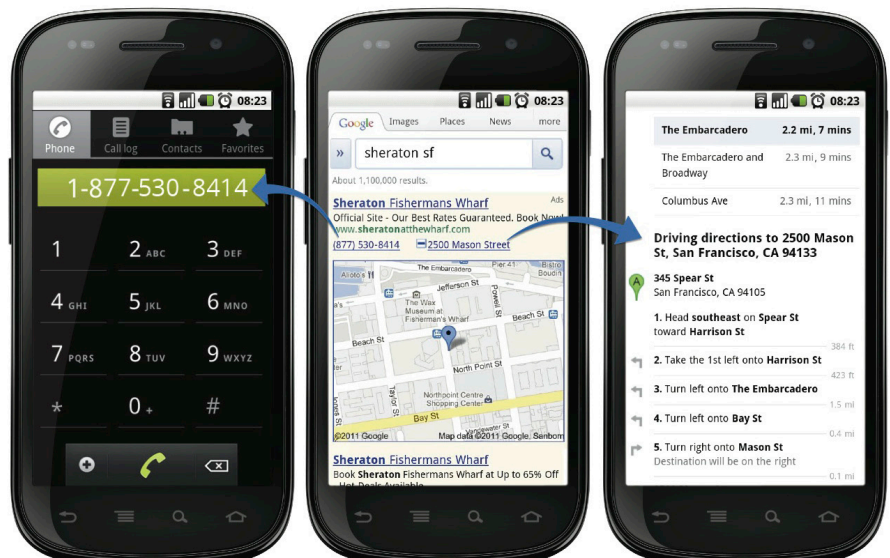
Starwood Hotels & Resorts prides itself on delighting its guests wherever they are, and mobile has provided a tremendous opportunity to further Starwood hotel's efforts, especially as travelers become more technically savvy across multiple platforms. For Starwood Hotels & Resorts, Google mobile ads have become a staple in their recipe for success. "Our guests are becoming more and more mobile and multi-screen. In an effort to address the needs of our guests whether they're on desktop, mobile or tablet, mobile search was a key component of the solution," says Michelle Ogle, Digital Marketing and Affiliate Strategy Manager for Starwood Hotels & Resorts.

Continually staying ahead of the curve, Starwood hotel's savvy marketing approach spans across print and digital channels to create seamless campaign experiences for customers across multiple platforms; mobile is no exception. "Google mobile ads are a natural fit considering the rapid uptake of mobile devices and the need for expedience and location-specific information in travel. We are able to provide our guests with easy access to local room inventory across our brands, 24/7."

## Launch and Iterate Approach

Working with digital marketing agency Razorfish, Starwood Hotels & Resorts began running hyperlocal Google mobile search ads in November 2009, using a launch and iterate approach to achieve the best results. "We slowly began dipping our toe in the mobile space simply because it's sometimes difficult to track performance as we do with desktop campaigns," says Ogle. "However, with our mobile search ad campaigns, we gained precise insight into the number and duration of calls to each brand." Through using mobile ads, Starwood Hotels & Resorts and Razorfish learned how guests are using ads to call as well as find directions to property locations. "Our ability to attribute an ROI back to our brands is critical in measuring a campaign's success. In so doing, we're also gaining deeper insights into our guests' mobile behavior so we can communicate with them in the right place at the right time."

Working together, the Starwood Hotels & Resorts and Razorfish team launched search ads with click-to-call (CTC) and location extensions, providing potential





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## About Google Mobile Ads

Google Mobile Ads is a performance and brand awareness solution that enables businesses large and small to advertise effectively and efficiently on mobile devices. Businesses worldwide of all sizes use Google Mobile Ads for text, image, rich media, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Mobile ads are both highly targeted and engaging, ranging from keyword content and search targeting to cutting edge HTML5 interactive ad formats. For more information, visit [www.google.com/ads/mobile](http://www.google.com/ads/mobile).

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guests easy access to location-specific, clickable phone numbers to book their stay and map information to access directions to the hotel location. "Implementing click-to-call and location extensions simultaneously boosted ROI and improved user experience," says Amos Ductan, Senior Search Manager at Razorfish. "Mobile users are 20 times more likely to click on a map than desktop users and people who make a call are much more likely to convert. Ad extensions improved both conversions and customer experience."

## Results

The combination of click-to-call and location ad extensions resulted in an increase in mobile paid search ROI, with CTC now driving a majority of Starwood hotel's mobile search bookings. Additionally, Starwood hotel's hyperlocal mobile search campaign resulted in:

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## Looking Forward

The ability to measure the outcomes of calls from mobile devices, coupled with a healthy return on investment, has made the case for mobile advertising from a new option to a necessity. "ROI for click-to-call on mobile is higher than for our desktop ad campaigns. We are receiving thousands of calls per month across all our brands and we expect this to keep increasing," says Ogle. Additionally, mobile ads and extensions have made a strong case as an efficient direct response tactic, with same-day bookings accounting for a significant percentage of mobile bookings.

With the tremendous success of their mobile paid search campaigns, Starwood Hotels & Resorts and Razorfish are looking for innovative ways to engage with potential guests on mobile by making use of engaging ad formats such as video and other rich media. "With the effectiveness of the mobile platform validated, we plan to continue to explore all the ways mobile and Google can improve upon our customer experience through cutting edge executions such as rich media," explains Ogle. "We're pleased with our results and are excited to continue to see the growth of travel planning and booking through mobile."

