



CASE STUDY

Hamburg's Superbude Hostel and Hotel Earns a 13% Conversion Rate with Google Hotel Ads

If the Superbude Hotel and Hostel were a shoe, it might be a fun and stylish high-top trainer. They're worn by more than a few of the backpackers, families, business travelers and others who come for a stay at this "effortlessly funky" hotel in Hamburg, Germany.

Like any hotel, Superbude wants to fill its rooms every night. But for this unusual hotel, that comes with an added challenge: Superbude features rooms with two, four and even six beds. Thus their target audience can be everyone from a couple on a romantic weekend to a Swedish family of six on a multi-country trek.

To reach all those customers with just the right message, Superbude uses Google Hotel Ads.

A better way

"Most people first turn to the web to read reviews about the hotel, and then try to find the cheapest price online," says Jörn Hoppe, Superbude's General Manager.

Google Hotel Ads connect travelers with Superbude on Google.com and Google Maps, across desktops, tablets, and mobile devices. A click takes the traveller to the hotel's website, and Superbude pays only when their ad generates the result they're looking for.

Better reach, better bidding

Google Hotel Ads help Superbude reach target groups it couldn't find in other ways. "I reach people through all devices because Hotel Ads work on all devices," says Hoppe. "It gives my hotel much more visibility. I can reach somebody who I never would reach by an advert in a magazine or newspapers."



About Superbude Hostel and Hotel

- Opened in 2008
- Located in Hamburg, Germany
- Owned by Fortune Hotel Group
- www.superbude.de

About Seekda

- Hospitality solutions provider
- Authorised Hotel Ads Integration Partner
- Headquartered in Vienna, Austria
- seekda.com

Goal

- Reach new guests online cost-effectively

Approach

- Utilise Google Hotel Ads cost-per-click and commission pricing
- Run campaigns on Google.com and Google Maps across desktop and mobile

Results

- 13% average conversion rate
- 37% better ROI year over year

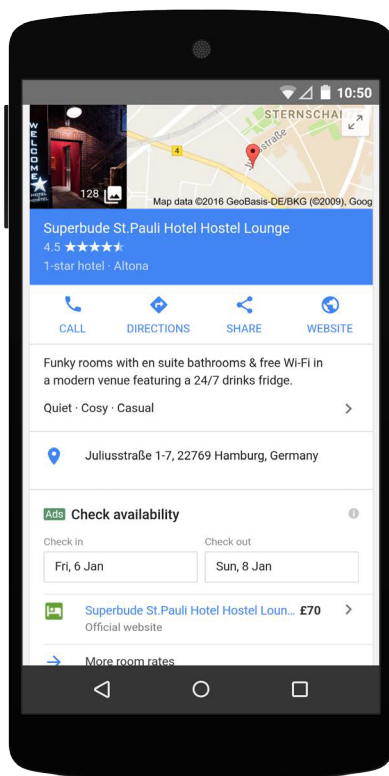
To learn more about Hotel Ads, visit google.com/ads/hotels



Another advantage for Superbude: Hotel Ads offer both cost-per-click or commission pricing.

"I really like that it's easy to switch from CPC to commission and back, which fits perfectly with our distribution strategy," says Hoppe. "If we're confident that our bid is winning the top ad slot, we'll set the budget for the maximum cost and use CPC. If not, we'll turn CPC off and the commission model on. We can act quickly based on our real-time occupancy rate. It's simply brilliant."

That flexibility helps Superbude reach city-hoppers, backpackers and other target groups in the most cost-effective ways. "Because we are not a big hotel chain, we don't have the manpower to handle all these channels and markets on our own," says Hoppe. Superbude uses Seekda, a metasearch channel manager, to handle a variety of online ad options. As a result, the hotel needs only one person to manage all its distribution channels and reach all its different markets.



Direct to site

Hotel Ads drive consumers directly to the Superbude site, so the hotel can demonstrate the unique charms of its property.

"It's important to have guests book directly on my website. Along the booking journey, I will have the opportunity to show them options for special amenities or upgrades. These things add up for my bottom line," says Hoppe.



"What I care about even more is that we get to build the guest relationship, especially when they get to know us from the many cool and fun features on our website even before they show up. The more people come to my website through Hotel Ads, the more opportunities I have to ask them, 'Hey who are you? What do you prefer? What would you like? How can we make your stay unforgettable?'"

Results

With Google Hotel Ads, Superbude is seeing a lot more high-top trainers – and boots and high heels and brogues – coming through the front door.

"We are seeing a 13% average conversion rate from our Hotel Ads campaigns," Hoppe affirms. Hotel Ads are also helping Superbude make the most of their marketing budget, with 37% rise in ROI on its overall ad spend year over year.



Best of all, Hotel Ads are helping Jörn Hoppe and his team spread the word about the unique experience they have to offer. "I want visitors to our website to know that if they book Superbude, they are booking something super special. Google Hotel Ads is helping us with that. There's no one else like us, and there's nothing else quite like Google Hotel Ads."