

SUCCESS STORY



Thanks to WIHP's optimization, Relais & Châteaux **reduced its cost of acquisition by 15%** while **increasing revenues by 4%**



CHALLENGE

To improve the performance of their advertising campaigns, Relais & Châteaux entrusted WIHP to optimize their Google campaigns: The objective is to increase conversions and minimize the investment of their brand campaigns.

APPROACH

We restructured and improved campaigns through keyword adjustments (tracking poorly performing keywords, optimizing DSA campaigns, etc). Overall, bidding strategies were maximised and ads were enhanced.

SEA SOLUTION

The optimization and management of advertising campaigns by Google's Premium Partner experts has enabled Relais & Châteaux to gain visibility, boost its already strong reputation and generate maximum qualified traffic via the Relais & Châteaux website.

RESULTS

Relais & Châteaux collection saw a clear increase in the results of their advertising campaigns as soon as WIHP implemented its strategy: Revenue increase by 4% while costs of acquisition reduced by more than 15%.

GROUP KEY FIGURES



+18 % ROI on bookings.



-15 % lower distribution costs for their campaigns.



+4 % direct revenue in the first quarter.

** Results between Q3 - 2019 vs Q3 - 2021.*