



## OVERVIEW

Lopesan began its activity in 1972 in the Canary Islands. Today, the hotel group is one of the top ten in Spain with more than 15,000 beds in over 20 hotels in Gran Canaria, Fuerteventura, Germany, Austria and the Dominican Republic.



Thanks to Meta I/O, we are able to effectively distribute our hotels on metasearch. The expertise of the WIHP teams and the quality of their follow-ups allow us to reach our objectives.



**Eduardo Gomez de la Mata**  
*Corporate Head of Marketing & Digital Strategy*

## CHALLENGE

As a Meta I/O user for years, the Lopesan group has seen the importance of metasearch campaigns increase, and seeing an opportunity for improvement, Lopesan decided to move from internal management of Meta I/O, to entrusting WIHP to do takeover this key task.

## APPROACH

The health crisis has changed purchasing behavior around the world. We therefore had to carry out a complete audit of the campaigns but also of the demand on Lopesan hotels. The audit report allowed us to identify optimization levers and to implement a multi-channel performance approach with the objective of maintaining the account's ROAS\* and increasing booking volumes.

## RESULTS

In the continuation of our collaboration and in exchange with the WIHP teams, the Metasearch campaigns of **the Lopesan Group have maintained and improved a strong ROAS with a 16% increase in its booking volume in 2021.**

## GROUP KEY FIGURES



**+16%** quantity of direct bookings.



**+44 %** of revenue on Google Hotel Ads.



**+20 %** of traffic on hotel websites.