

# CASE STUDIES

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4\*\*\*\* - Hotel Spa  
Belgium

# CONTEXT

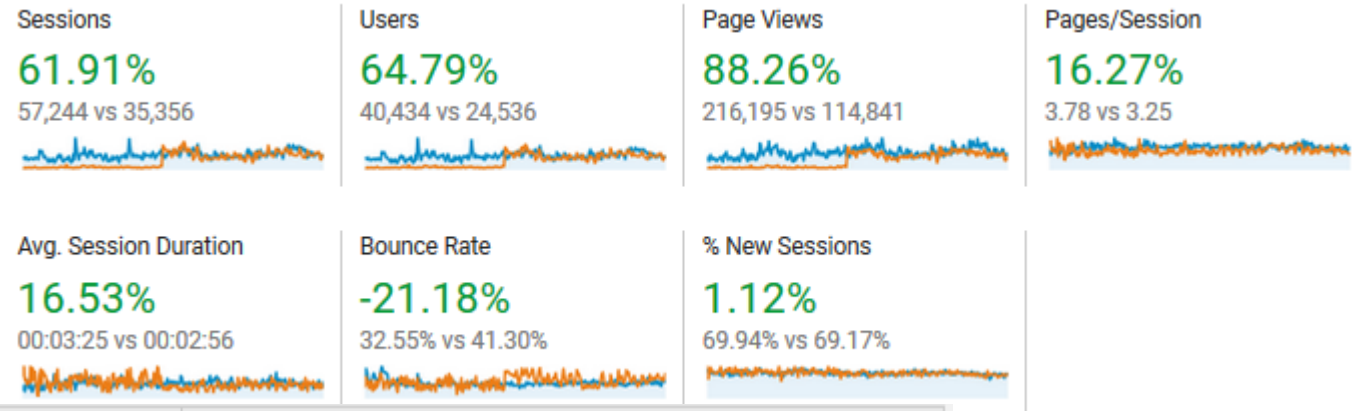
- Customer since January 2016
- Online with an Adaptive website on the March 29th 2016
- Rate parity with OTAs
- Meta-Search Campaigns
- Brand protection campaigns

# Dashboard

We increased traffic in quantity and quality.

Lower bounce rate, ore pages per session and visitors stay longer on the site.

Not only that, direct traffic increased by 77%, where organic grew only 43%, where organic revenue is not growing and direct is.



Acquisition			Behaviour			Conversions <span>E-commerce ▾</span>		
Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
<b>77.87%</b> ↑ 19,801 vs 11,132	<b>10.43%</b> ↑ 75.89% vs 68.72%	<b>96.43%</b> ↑ 15,027 vs 7,650	<b>50.17%</b> ↑ 38.06% vs 76.39%	<b>86.60%</b> ↑ 3.30 vs 1.77	<b>224.24%</b> ↑ 00:03:40 vs 00:01:08	<b>1,198.96%</b> ↑ 2.22% vs 0.17%	<b>2,210.53%</b> ↑ 439 vs 19	<b>2,280.02%</b> ↑ €118,913.81 vs €4,996.34

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<b>43.98%</b> ↑ 26,230 vs 18,218	<b>0.69%</b> ↑ 68.39% vs 67.92%	<b>44.98%</b> ↑ 17,938 vs 12,373	<b>8.25%</b> ↓ 27.09% vs 25.03%	<b>2.76%</b> ↑ 4.18 vs 4.07	<b>6.70%</b> ↓ 00:03:24 vs 00:03:38	<b>98.54%</b> ↓ <0.01% vs 0.52%	<b>97.89%</b> ↓ 2 vs 95	<b>98.14%</b> ↓ €616.60 vs €33,181.39

## Chiffre d'affaire en direct

The hotel recorded a **101,89%** increase in turnover compared to the same period last year :

