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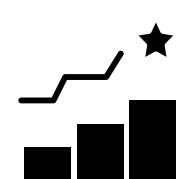
EAGLE CREST RESORT / PAID MEDIA CASE STUDY

Second Wave was engaged to increase transient production for the resort. Through targeted paid media efforts and increased funding, we were able to achieve a substantial increase in transient revenue during one of their slowest seasons.



OBJECTIVES

Our primary objective was to optimize their paid media and marketing campaigns. This would be achieved through a more competitive paid media strategy and cohesive multi-channel marketing campaigns.



CHALLENGES

This hotel had pulled back on media funding while waiting for a renovation. This strategy had led them to fall behind their competitors and lose market share. They had also held off on adding new channels to their media plan.



SOLUTIONS

We were given approval to increase paid media funding by \$2,500 per month, an overall 53% increase, which was needed to compete effectively in their market. These funds were spread across Google ads, OTAs, social media, and a new metasearch channel for the

MEASURABLE RESULTS / Q4 2024

Increase in Direct Bookings

The property's website saw a 31.7% increase in revenue and a 44% increase in bookings year-over-year.

New Metasearch Channel Production

This new channel generated an additional \$9.9K in direct revenue for the resort, an overall 11.8:1 ROAS.

Increase in OTA Bookings

Expedia TravelAds generated \$63K in revenue, a 50% increase over the previous year and a 16:1 ROAS. Booking Network Ads generated \$20K, a 49% increase year-over-year and a 15.8:1 ROAS.

+31%

In Website Revenue
(2023 vs 2024)

+44%

In Website Bookings
(2023 vs 2024)